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Home Parade '66

A C K N O W L E D G E M E N T S

The Edmonton House Builders' Association takes this opportunity to thank you, THE PUBLIC, for your attendance and co-operation in making this another successful Home Parade. We sincerely trust that you will find many points of interest and value in this parade. Its main purpose is to highlight some of the products and services available to you from the housebuilding industry today. Perhaps you were intrigued by the method of judging the four builder award categories. We believe this to be a first for an Association such as ours in Canada and wish to express our thanks for your co-operation in making this possible.

The GRAND PRIZE WINNER and BUILDER HOME AWARDS will be announced in the Journal Monday, June 20, 1966.

The E.H.B.A. Home Parade '66 Committee wishes herein to also gratefully acknowledge the assistance of the members of E.H.B.A., the advertisers making this booklet possible, the press, and Univac Division (Sperry Rand Canada Ltd.) for computing our Builder Awards who collectively contributed to the success of our Seventh Annual Home Parade.



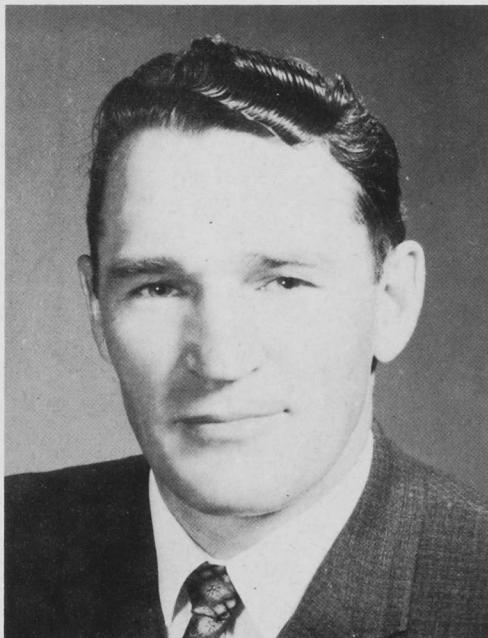
Welcome...

to the 7th Annual Home Parade of the
Edmonton House Builders Association.

Our members have again designed an excellent
variety of new interiors and floor plans for your
viewing pleasure.

To fully appreciate the varied plans and styles, walk
through these homes and imagine being in your
living room, your bedroom or your kitchen with their
many new features. Picture your family seated at the
dining room table. In this manner, you will not only
appreciate the materials required to construct an
outstanding home but you will see something much
more important—a home you would be proud to
own.

Our house building industry is pleased to be part of
our city and in turn build the homes that form part
of your future.



Charles H. Frigon

Charles H. Frigon
President



When you move into a new residential subdivision in Edmonton you enjoy all the facilities a modern, well planned city can provide. Prepaid services, including underground wiring, paved streets, curbs and sidewalks, neighborhood parks and playgrounds and beautifully landscaped crescent areas for quiet, comfortable family living.

THE CITY OF EDMONTON



congratulations



To the Edmonton House Builders Association on the staging of the 7th Annual HOME PARADE.

Through the promotion of these annual events by the progressive and leading home builders of Edmonton the public is given an opportunity to view the trends and styles in modern home designs. Every builder competes for the ultimate in luxury living at the best possible market price . . . incorporating into his design and style many additional conveniences and touches of beauty to please the most discriminating home buyers.

The well planned residential areas of Edmonton today represent the spirit of a community and the progressive, forward thinking of the people who live here. We are proud of our City and the contribution the builders are making towards the aesthetic and functional values of our well planned residential areas.

Congratulations and best wishes for every success.

A handwritten signature in black ink, appearing to read "John Diefenbaker".

Mayor



THE CITY OF EDMONTON

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MESSAGE FROM THE HOME PARADE CHAIRMAN



In the past year the Edmonton House Builders Association has grown and progressed with renewed zeal and enthusiasm. It is dedicated to bring to all Canadians the best in housing design, convenience, community planning and dollar value. I believe the Home Parade 1966 to be an excellent example of our renewed efforts.

The home builders exhibiting the eighteen homes this year have shown originality and variety which we feel sure you will enjoy. They have worked hard to create the type of home which will contribute to the betterment of our Canadian way of life.

We sincerely hope you enjoy your visit to Honeymoon Village and invite you to return as often as you wish during the parade.

I would like to express my sincere appreciation to the 1966 Home Parade Committee who have voluntarily contributed their time and labours over the past year to produce this 1966 Honeymoon Village, and to thank all those who assisted in making the Parade a success.

A cursive signature in black ink that reads "Harry Brown".

HARRY BROWN
Chairman

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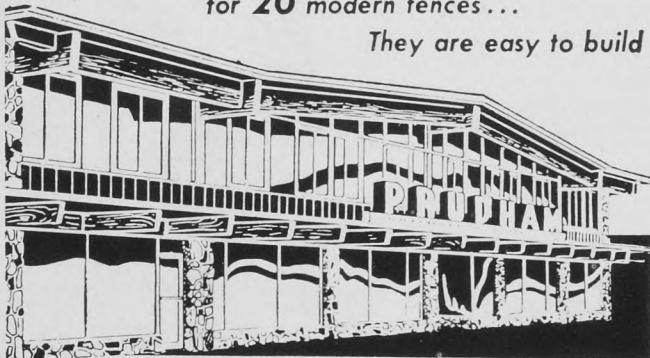
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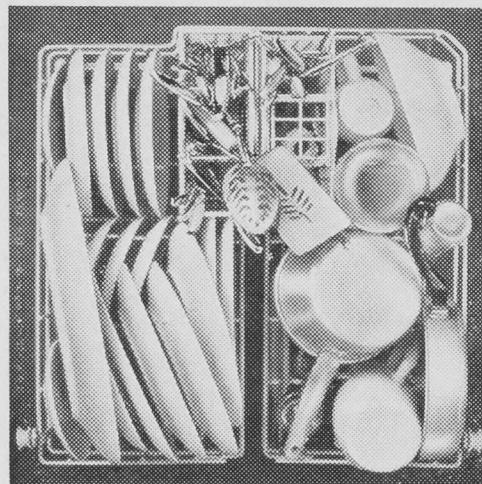
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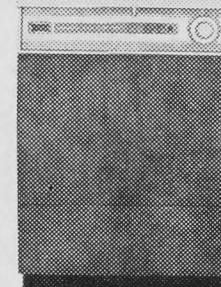
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INDEX

Parade Unit Number	Builder	Page No.	Parade Unit Number	Builder	Page No.
1.	W. Assaf Construction Ltd.	21	10.	Engineered Homes (Alberta) Ltd.	41
2.	Galaxy Homes Ltd.	23	11.	R & R Construction Ltd.	43
3.	Sieg Construction Ltd.	25	12.	Trend Homes Limited	45
4.	Schaaf Bros. Construction Ltd.	27	13.	Trend Homes Limited	47
5.	Quality Construction (Edmonton) Ltd.	29	14.	Alldritt Homes (1964) Ltd.	49
6.	Willowbrook Homes (1964) Ltd.	31	15.	Fekete Construction Co. Ltd.	51
7.	Oakland Homes Ltd.	35	16.	Belvedere Developments Ltd.	53
8.	Charles H. Frigon Housebuilder Ltd.	37	17.	Quality Construction (Edmonton) Ltd.	55
9.	Ekert Construction Ltd.	39	18.	Wayne Construction Ltd.	57

FEATURES

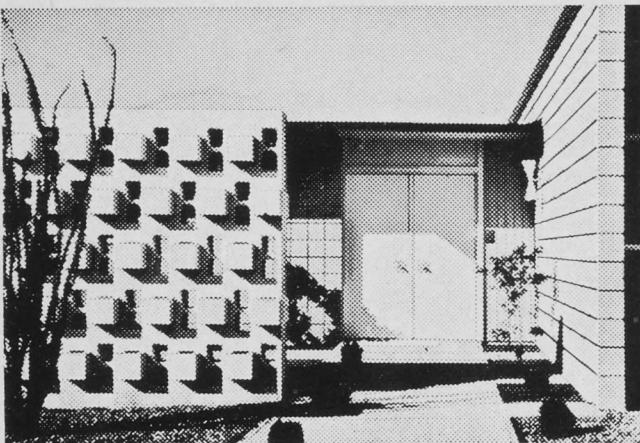
Honeymoon Village Map	-----	19
The Family House	-----	30
Edmonton Bar Association Message	-----	61

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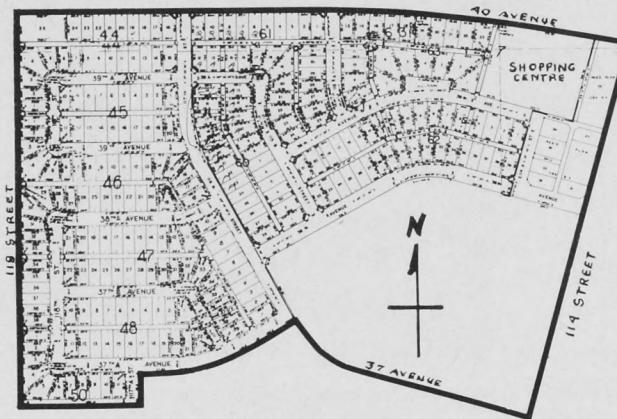
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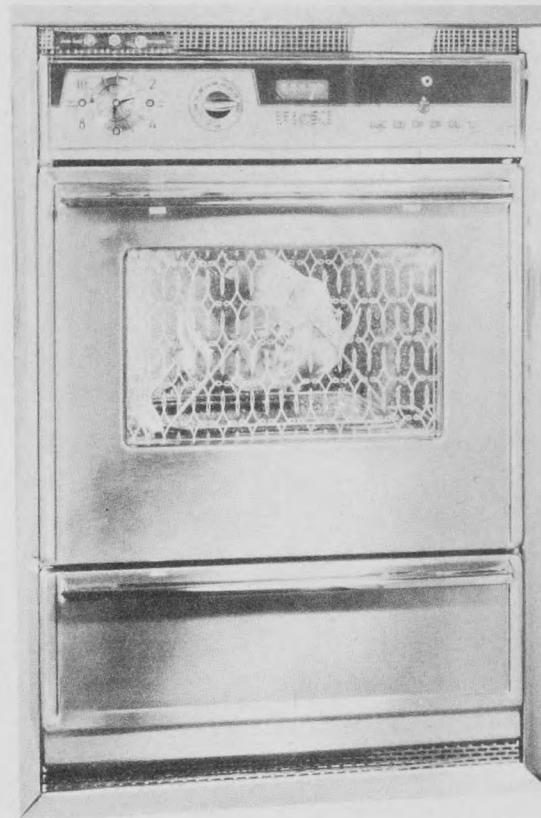
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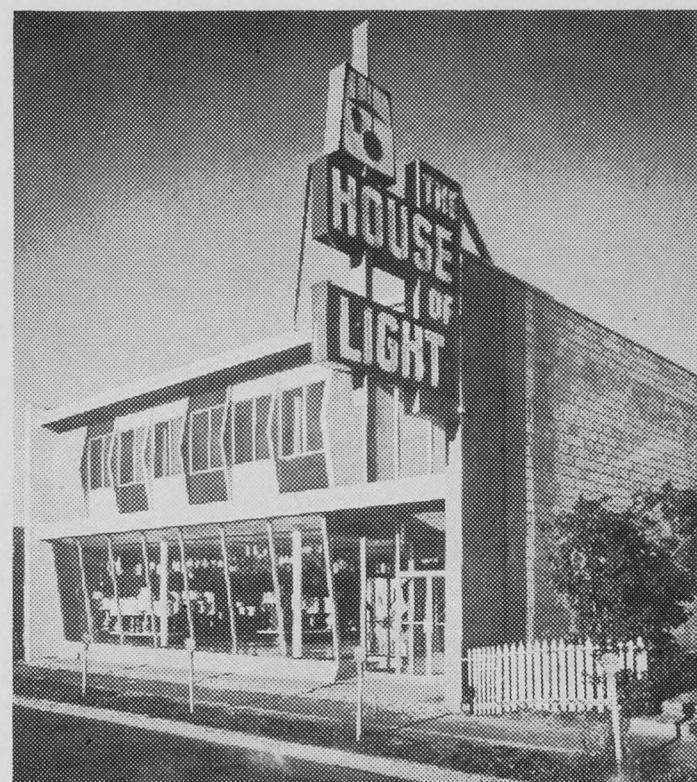
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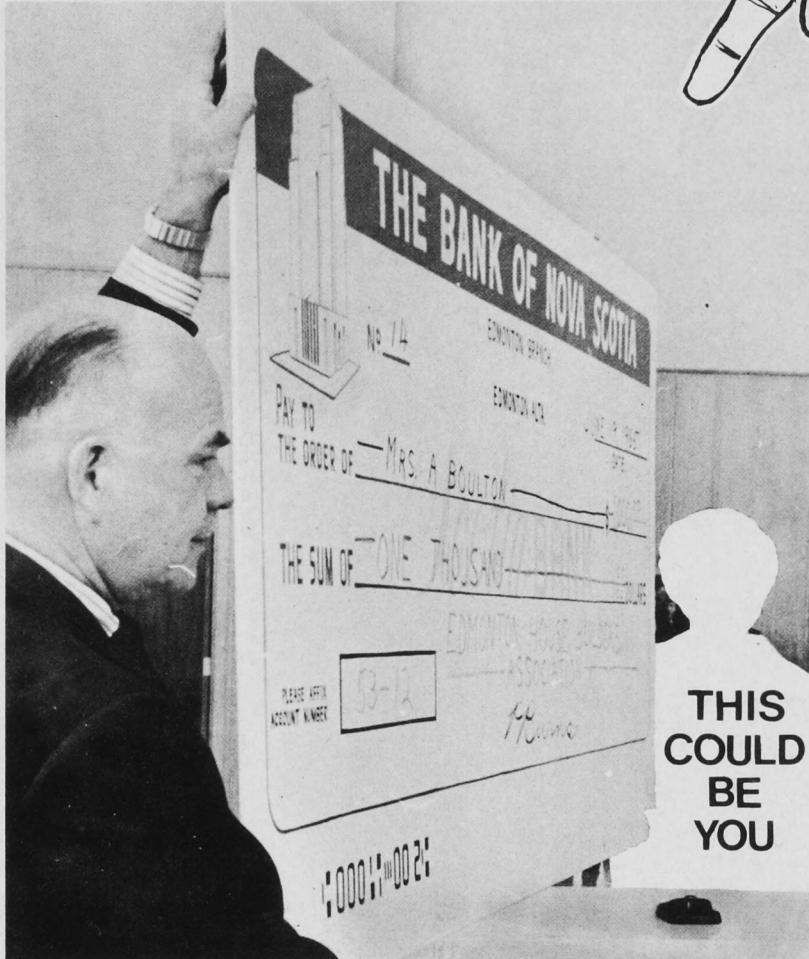
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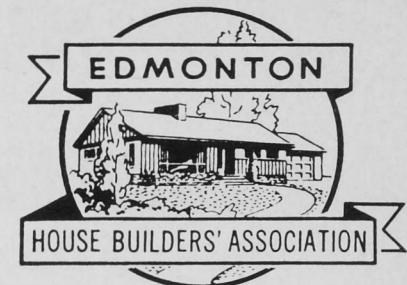


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ON THE FINAL NIGHT JUNE 18
A GRAND GATE PRIZE WILL BE AWARDED



A CHEQUE FOR
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EACH AND EVERY NIGHT
SOMEONE ATTENDING
HOME PARADE '66
WILL BE THE LUCKY WINNER OF A
\$50.00 CHEQUE

(ALL THE NIGHTLY WINNERS WILL BE ELIGIBLE FOR THE
GRAND PRIZE)

AWARDS WILL BE MADE FROM THE HOME PARADE INFORMATION BOOTH 9:00 P.M. EACH EVENING, MONDAY THRU SATURDAY JUNE 3 - 17, 10:15 P.M. JUNE 18

FILL IN THE TICKET STUB HANDED TO YOU AT THE GATE FOLLOW THE CONTEST RULES PRINTED THEREON AND DEPOSIT IN RECEPTACLES PROVIDED FOR THE PURPOSE AT THE E.H.B.A. INFORMATION BOOTH.

YOU DO NOT HAVE TO BE PRESENT WHEN THE WINNING TICKET IS SELECTED IN ORDER TO WIN.

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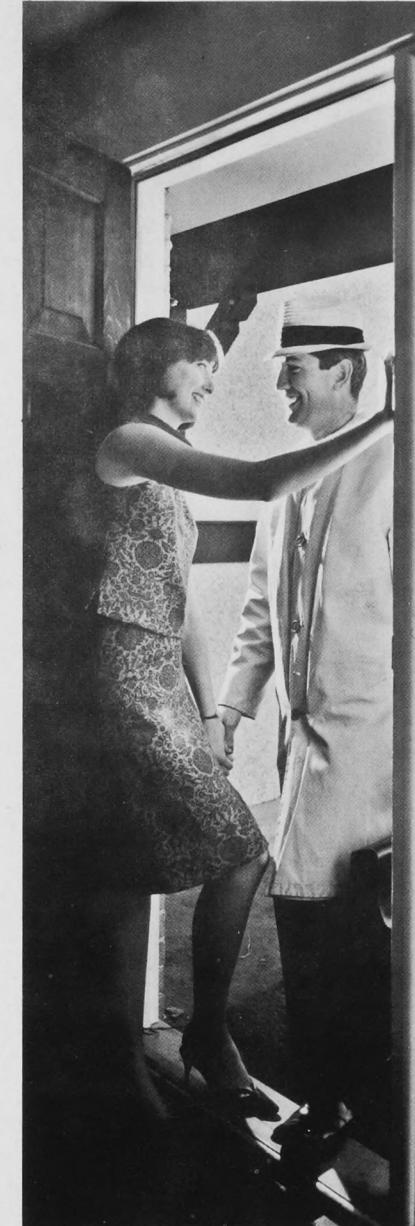
99 Street - 89 Avenue



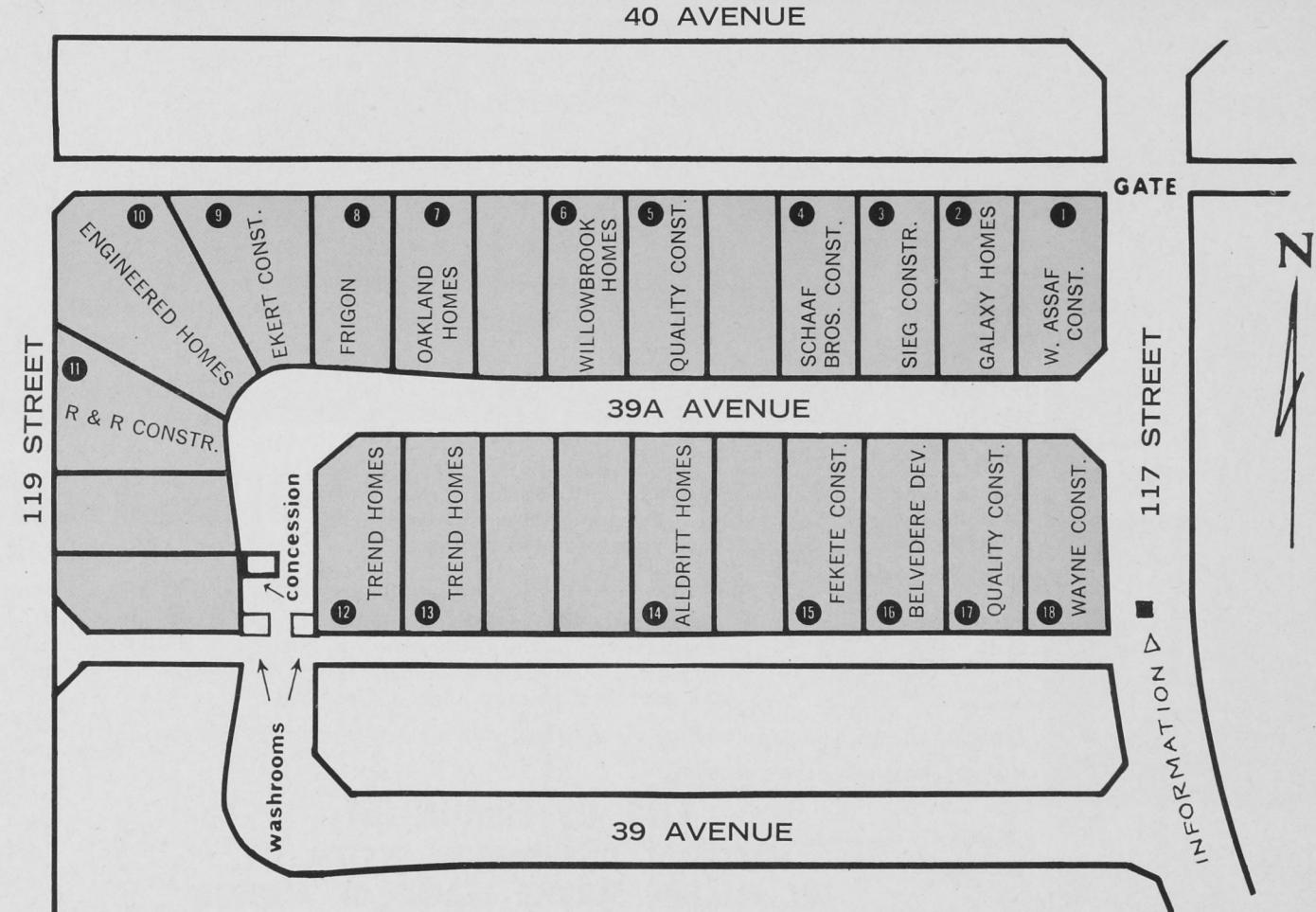
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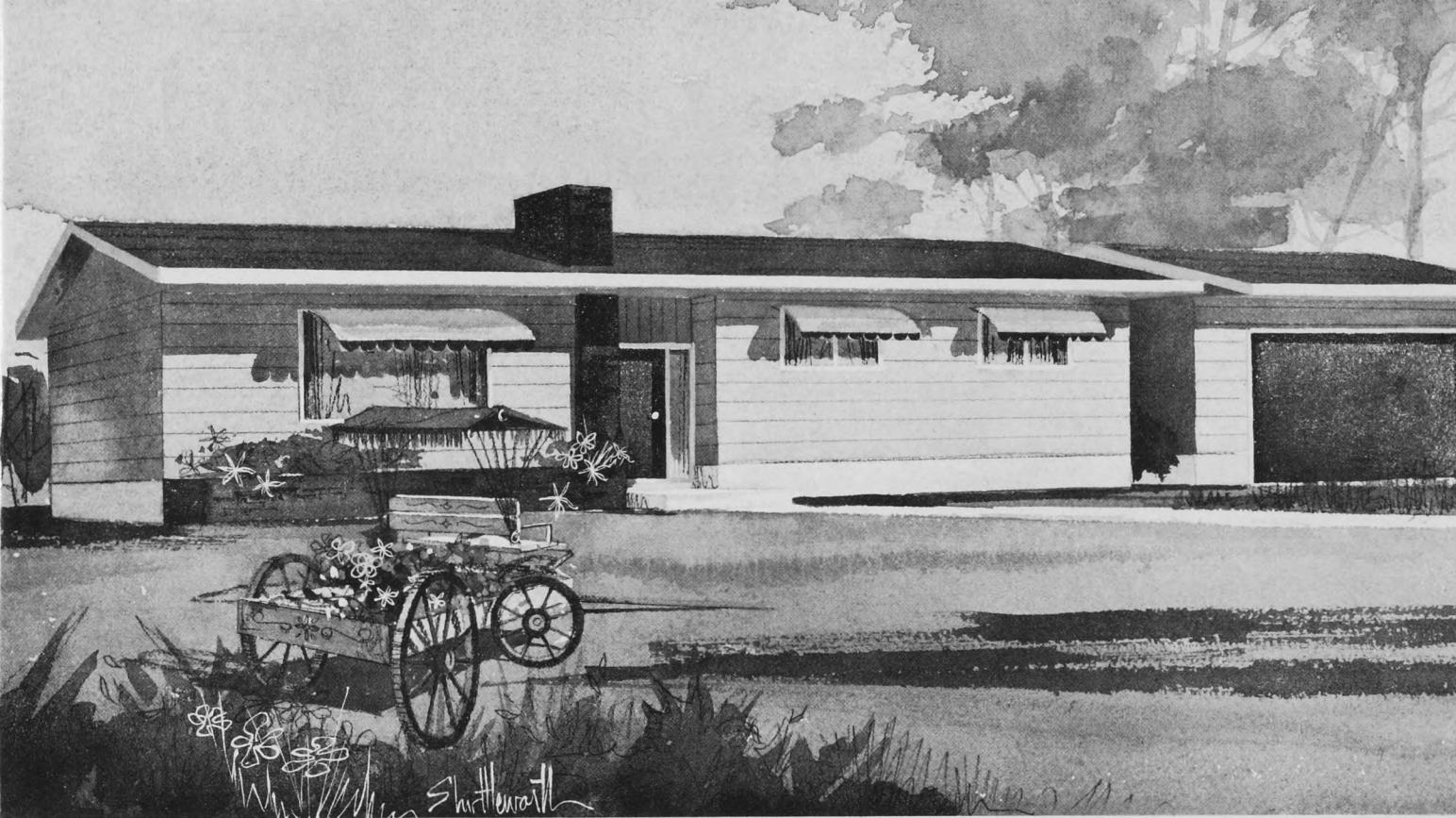
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1



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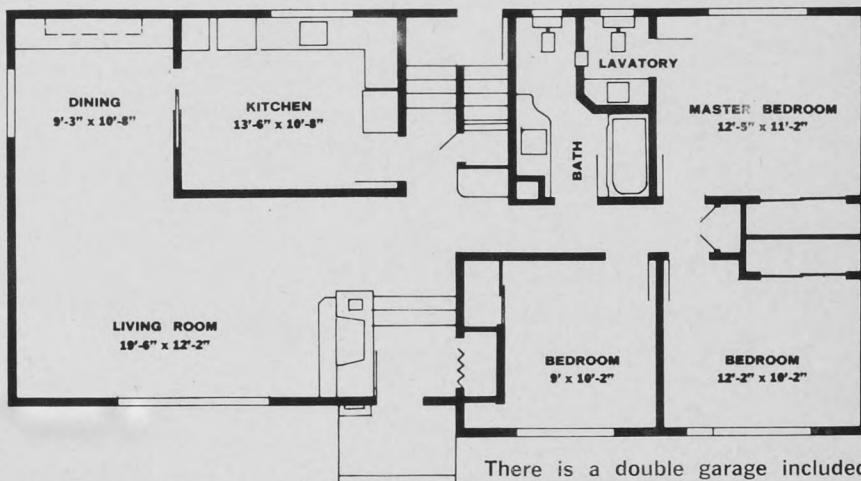
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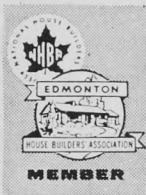
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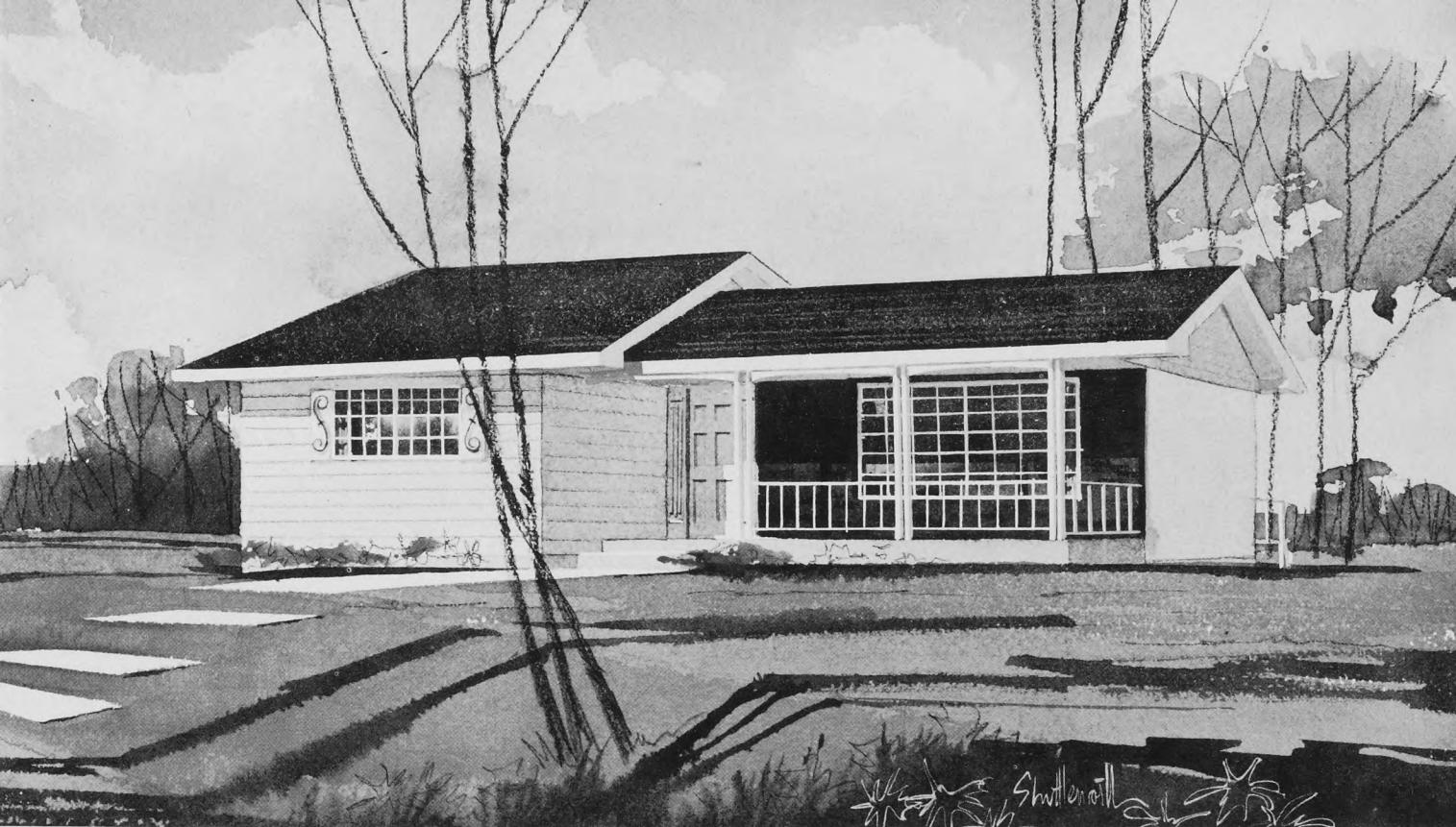
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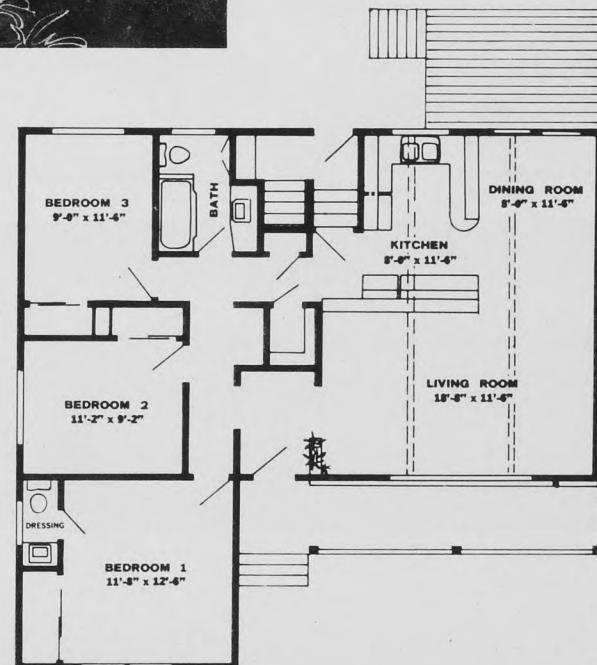
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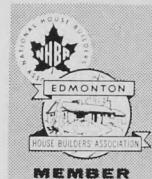
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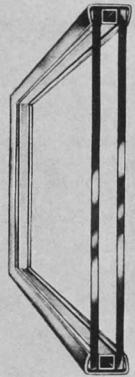
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2



MEMOS



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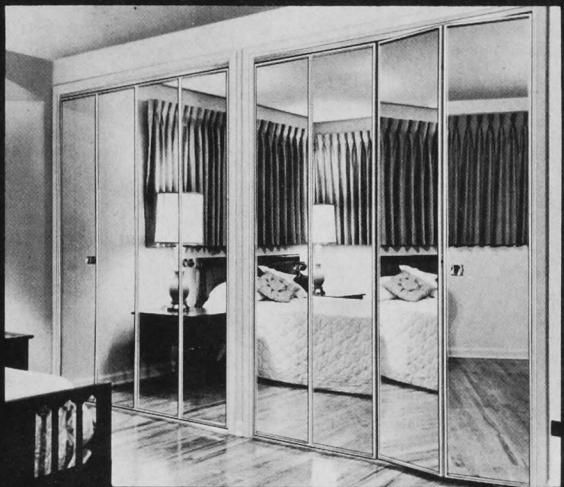
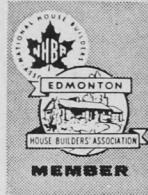
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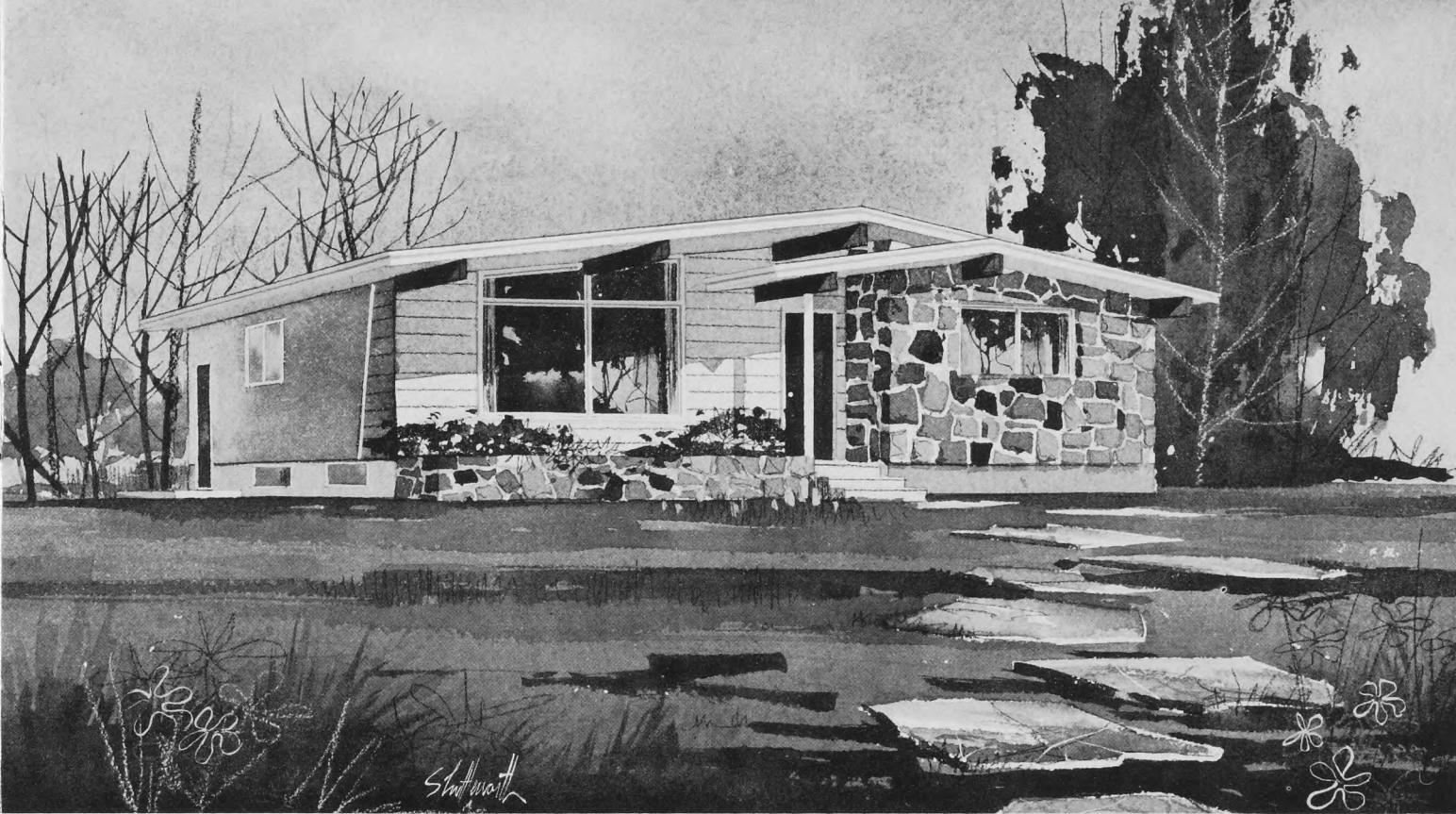
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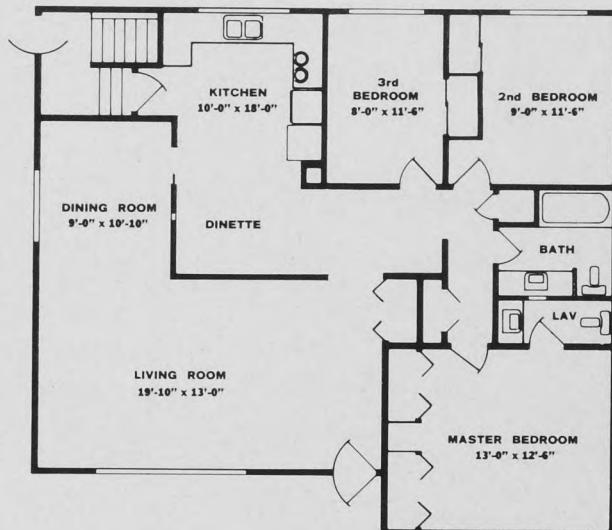
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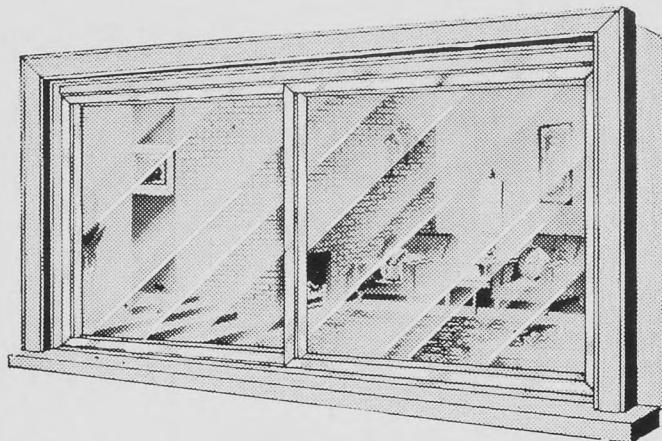
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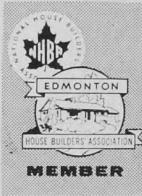
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4



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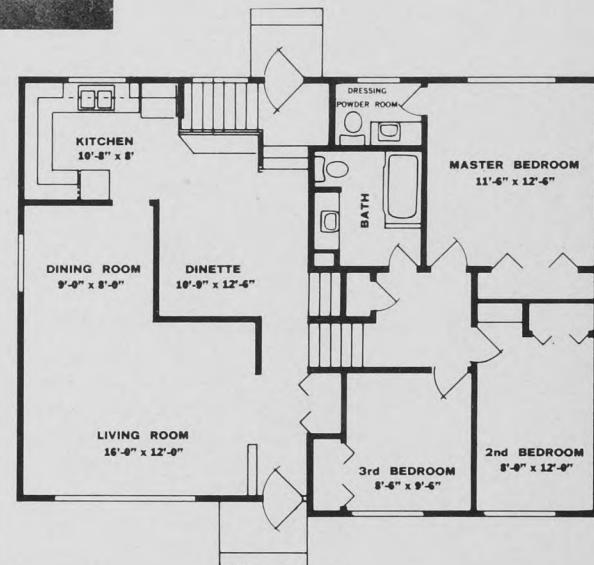
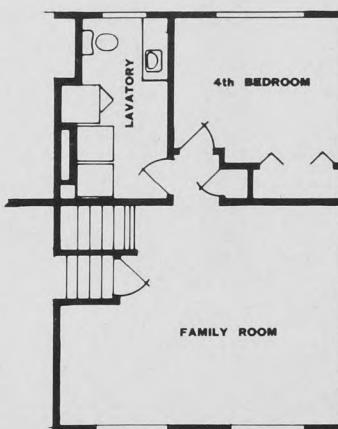
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5



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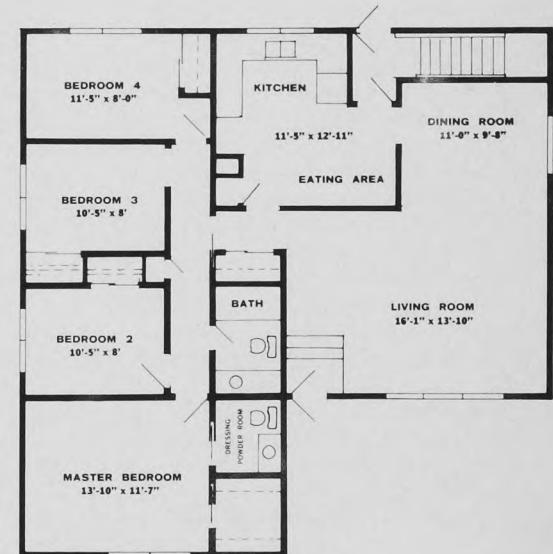
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THE ARISTOCRAT

Gracious living is the keynote of this fine home. It is designed with the larger family in mind featuring four bedrooms, one and a half baths and 1360 square feet. Huge master bedroom has powder room and combination walk-in closet and dressing room. Number two bedroom may be optionally used as a panelled den. Many desirable features are offered with this home including built-in range and hood fan.



The Family House

Each generation has to re-invent the family house. What goes on inside it changes so much. In fact a house is used in a different way at each stage of a family's evolution. It has to shelter the complicated process by which the unity of a family gradually flowers into separate individuals, each to fly apart and regenerate. A house is for living together and for drawing apart, for love and for loneliness.

The first stage is a "cabin in the sky" affair. It doesn't much matter where it is or what it is : a few symbolic marriage possessions in a room, a place to eat, a place to sleep and a night-time window looking out on the rest of the world. The place is empty all day. Detachment, mobility and opportunity are the criteria : uptown, downtown, Calgary next week or back to the Maritimes in the New Year.

Then the cabin comes down to earth and there is a daytime at home. "7 lbs 6 ozs, on June 12th, sincere thanks to Dr. G. Mitchell and wonderful staff at Grace Hospital"—in the Winnipeg papers the other participants in the event are always gracefully acknowledged. The particular piece of ground on which the family lands now comes to be of great importance : a sheltered porch, some grass, some earth to scrabble in the fingers. The corners of the bedroom floor, the height of the window sill and the angle of the sun now all come into microscopic focus.

This opening phase in the life of a city family is sometimes difficult because builders have not been able to produce a satisfactory version of what is needed : a place with two bedrooms at ground level with a little bit of the landscape and a rent that fits the income of a family-at-the-beginning. (The 1961 census showed that of the families with fathers up to the age of 35 one-tenth had to share their homes, mostly with relatives. Perhaps a new

kind of national investment is needed in the founding of families. Education, family allowances, public transportation and other community services are public supported, but "starter" housing is a weak spot in the national programme.)

Then comes the main period of family life, spanning through about thirty years. If every Canadian family doesn't have a separate house for living through this experience, it's not for lack of the maudlin sentiments delivered on the subject. In fact there are in Canada 2,978,500 single-family houses and there are 2,931,750 families with children at home. But there are also, of course, many families without children at home so the figures don't match. Nevertheless a great deal has been done in the last two decades to fulfil this earnest Canadian dream. (Let it be noted, however, that less than half the fathers in the 25 to 35 age group own their own homes.)

In looking for a house to fit their family needs the customers are pretty innocent. The salesman shows them the imitation fireplace, the simulated stone around the front-door, the stunted shrubs against the foundations and the other symbols of domestic sentiment. It's difficult to visualize the structure of family disciplines and the struggles for individuality that will strain this little empty shell. In the bare cubes of standard-sized bedrooms it's hard to see where the furniture will go. At a loss to make a judgement, father fingers the basement walls as if they would render some clue ; mother turns on the kitchen taps as if blood might issue from them. Every year a million Canadian families thus embark upon the unknown.

Many Canadian families have to live in houses that nobody else wants ; their choice is limited to the most obsolete, inefficient and patched-up places. The 1961 census found a quarter of a million dwellings "in need of major repair", that is 5.6 per cent of the whole stock of housing. About 30 per cent of all our

housing was built before 1920 and 20 per cent of this is in need of some repair. Is it possible that, by gathering the full strength of industrial democracy, every Canadian family might be able to taste the liberty of living in a comparatively up-to-date efficient, healthy and civilised house? Perhaps this is not such a remote ambition for a country with about 4 million families that has already been able to build new housing at the rate of a million units in seven years. In view of the enormous scale of suburban housing production already achieved, to reach for the further accomplishment of replacing our urban and rural slums in one decade would not represent a very remarkable extension of our capacities.

The children grow up and the strength that sharpens their individualities is the irresistible force of life itself.

At first, two children in a room together share their surprise in life with some mutual content. But each soon comes to recognize the struggle for individuality in a separate place ; a place for possessions, a place to bring friends and, at night, something different about the relationship with each parent.

"Stop throwing things at your sister! Let her come in!"

This conflict within the family explains some of the difficulty about planning houses. It isn't easy to reconcile the drawing together and the flying apart, all within the little perimeter of a house that must be tight and compact in the Canadian winter, stuck half in the ground against the frost and with much of the money used up in the mechanical equipment to keep the house warm and the food cold.

However improbable the place may be as something to cherish and remember, this first phase is the sweetest time of all : the first layer of memory is about the shape of the rooms, the sound of the front-door closing, the voices in the hall, the security of the inward-looking family pre-occupied with its

Continued on Page 54



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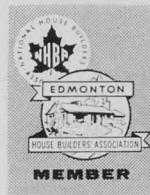
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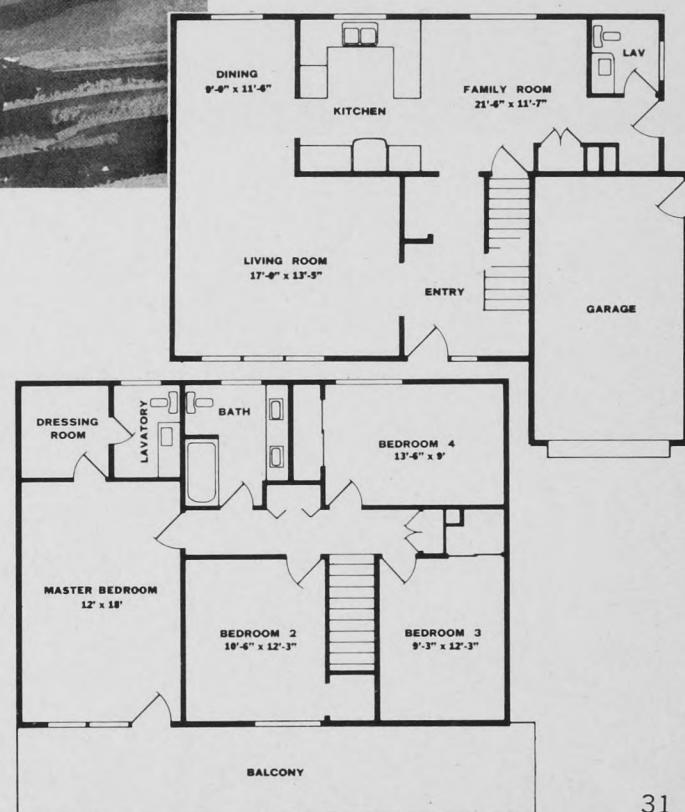
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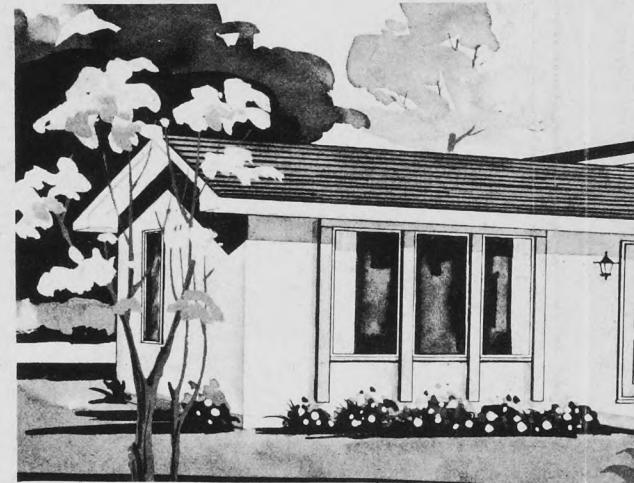
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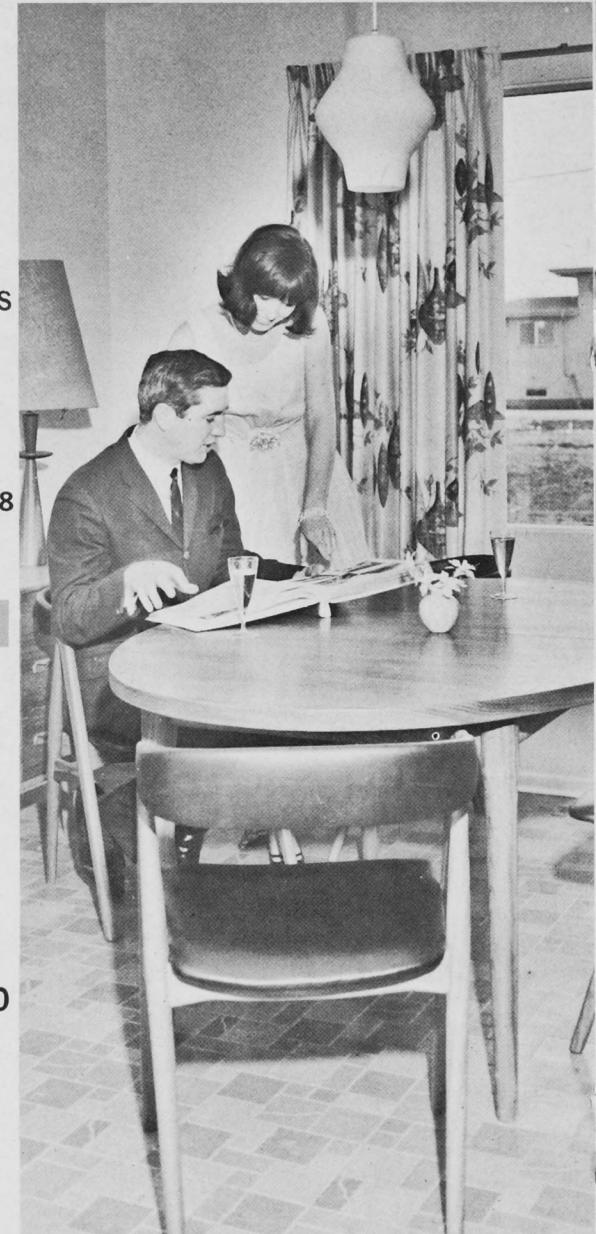
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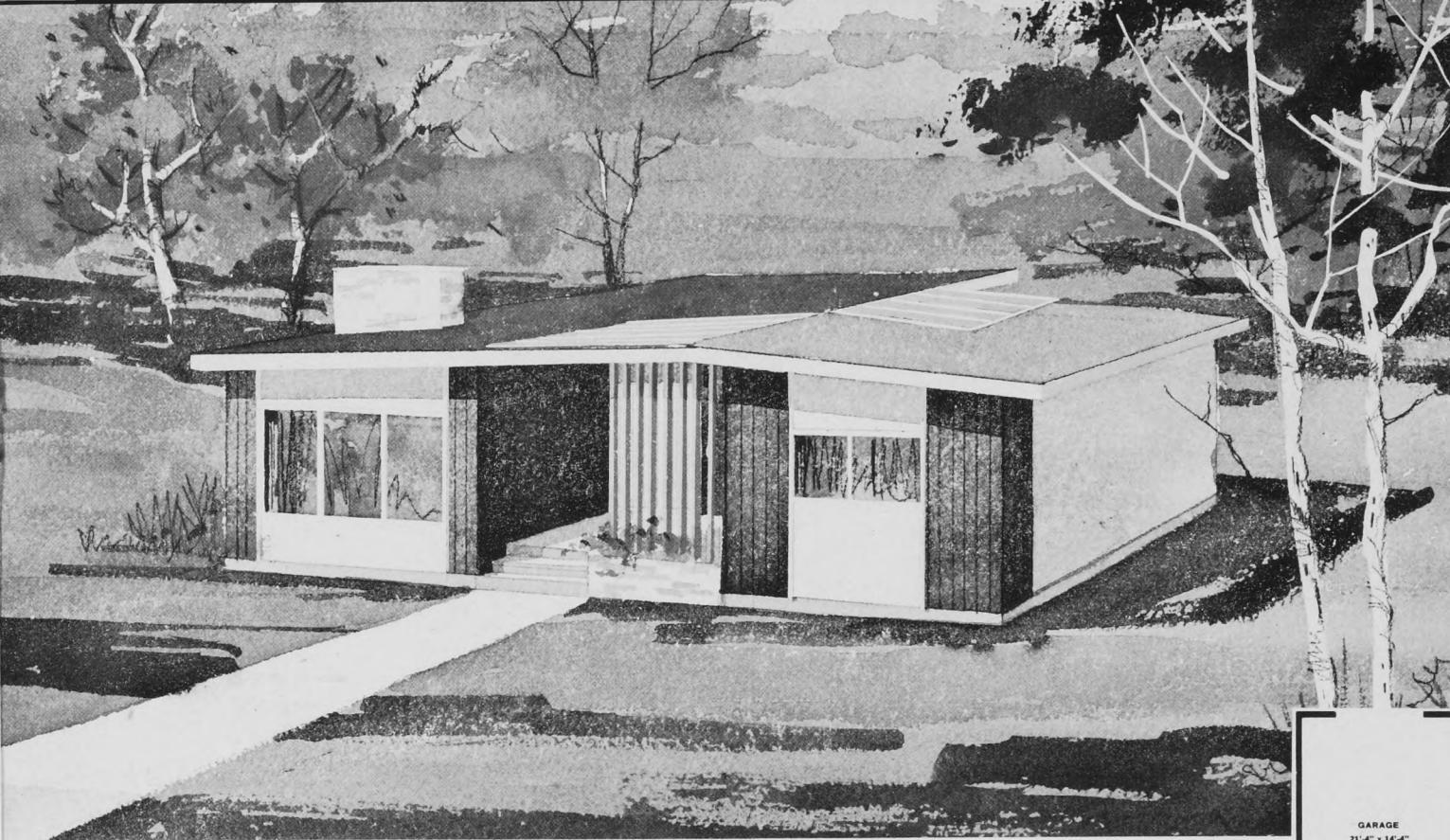
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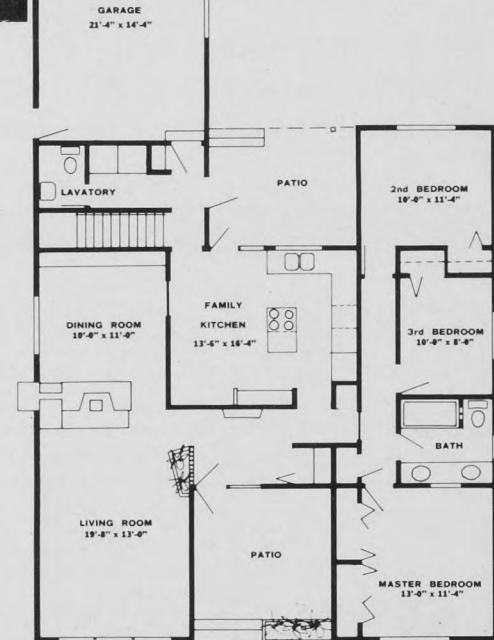




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This attractive home offers comfort, work-a-day ease and pleasure, its assurance of satisfaction lies in the conscientious planning that went into the location, size, and arrangement of every room; the determination was to design a perfect 3 bedroom home of medium proportions. Note the impressive foyer, no waste space, bedrooms zoned for privacy and quiet, well located baths and laundry area, generous closet space, efficient dining kitchen, direct access to basement from outdoors and garage. An exciting attraction to this impressive home are the covered patios in front and rear.



7



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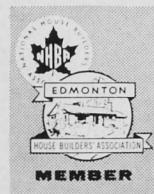
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8



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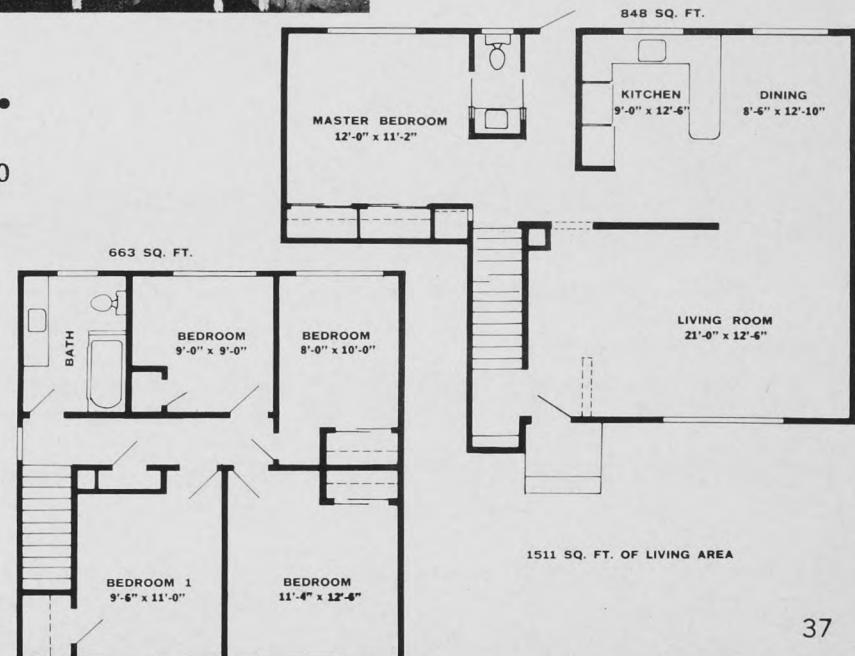
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On the exterior you will notice the attached carport with front driveway and the very deep overhang over the front door which will protect you from weather from your car to the front door. All this combined with the very moderate cost makes "The American" a most attractive home.



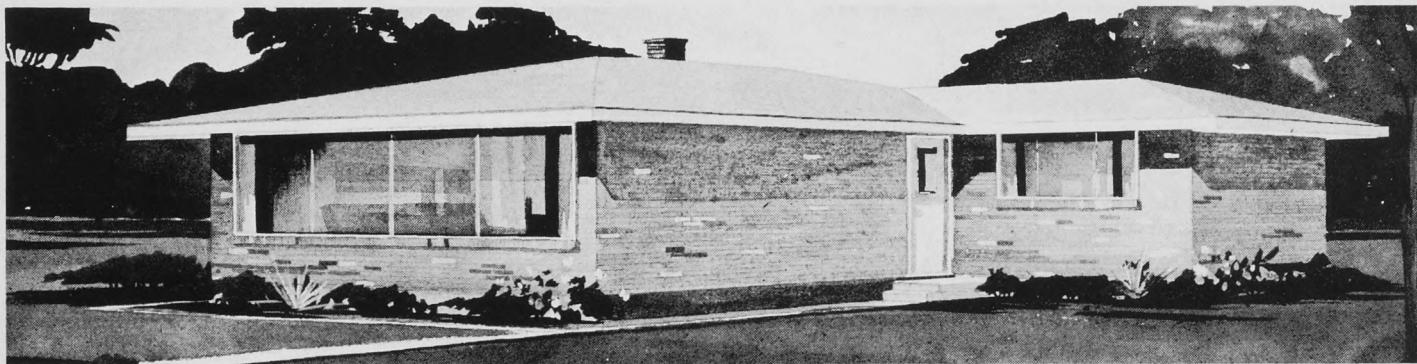
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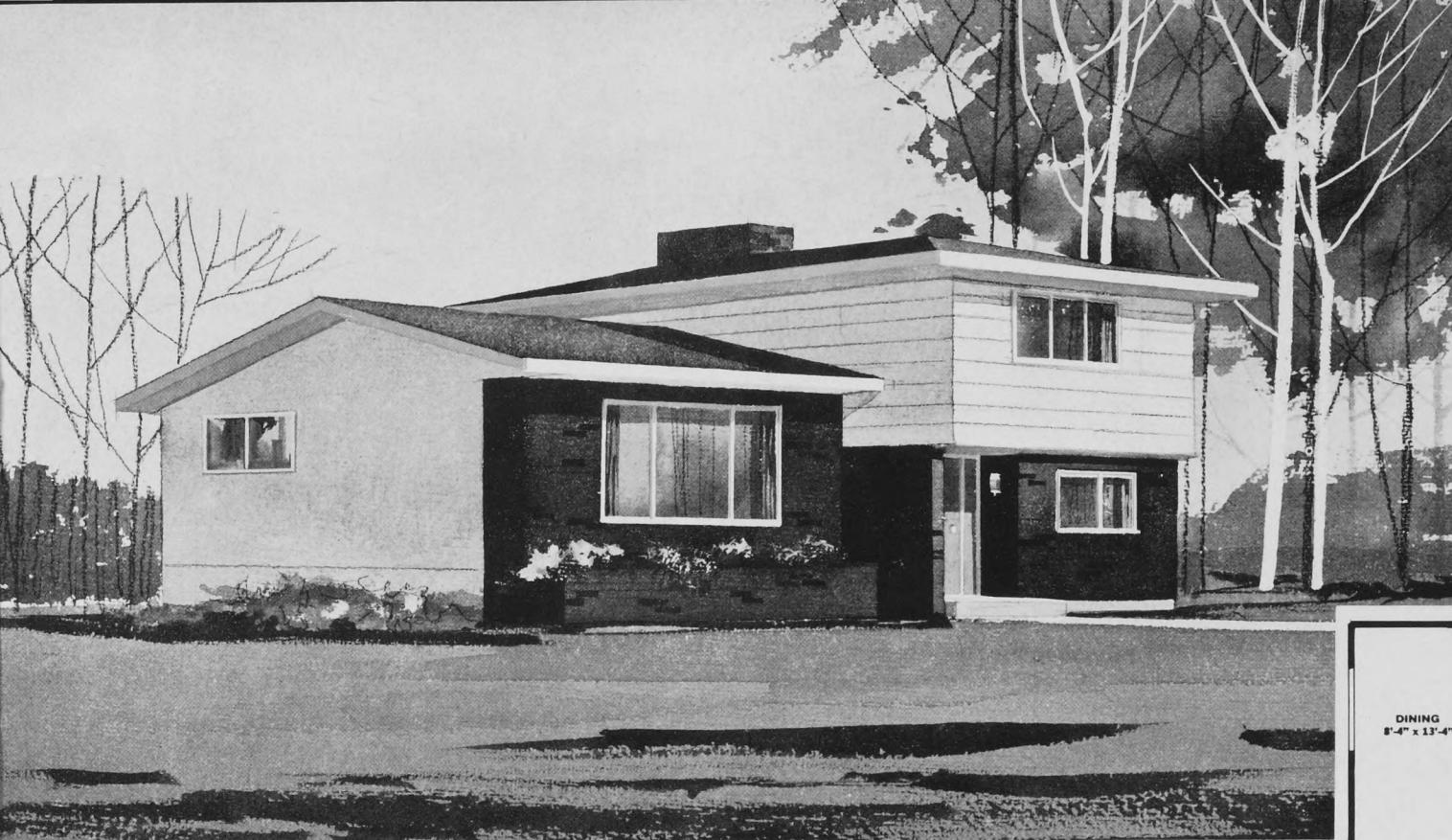
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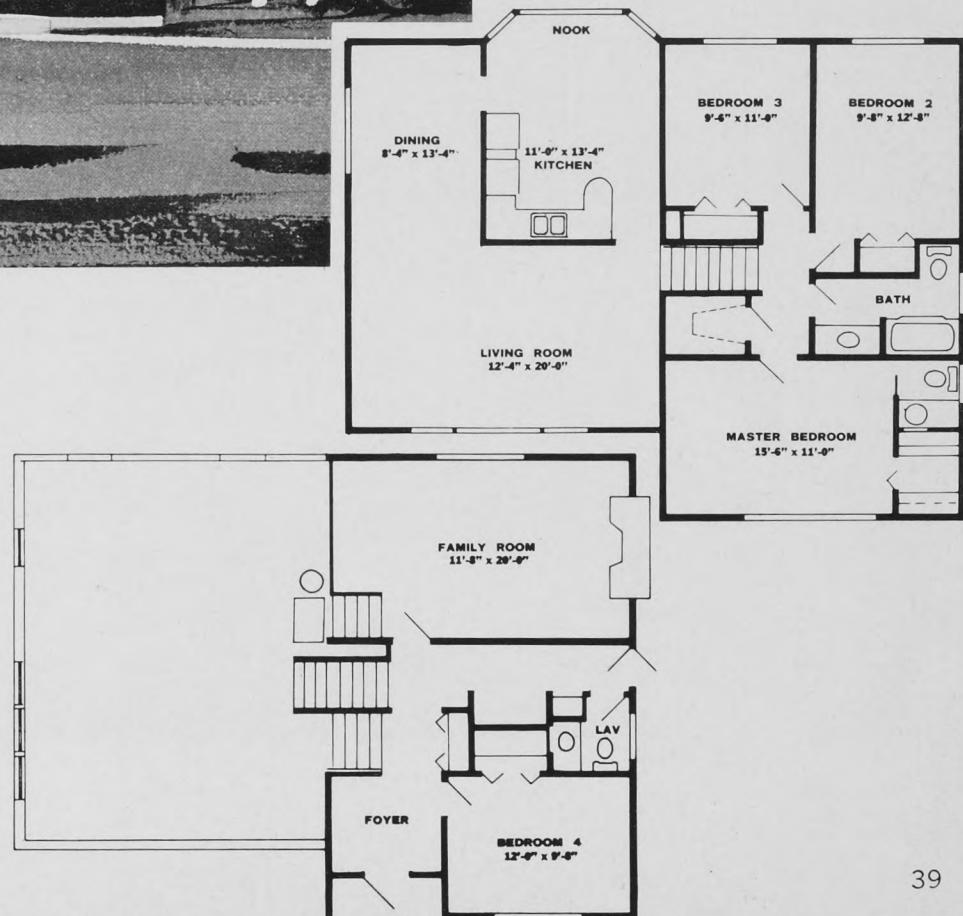


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THE EMPIRE

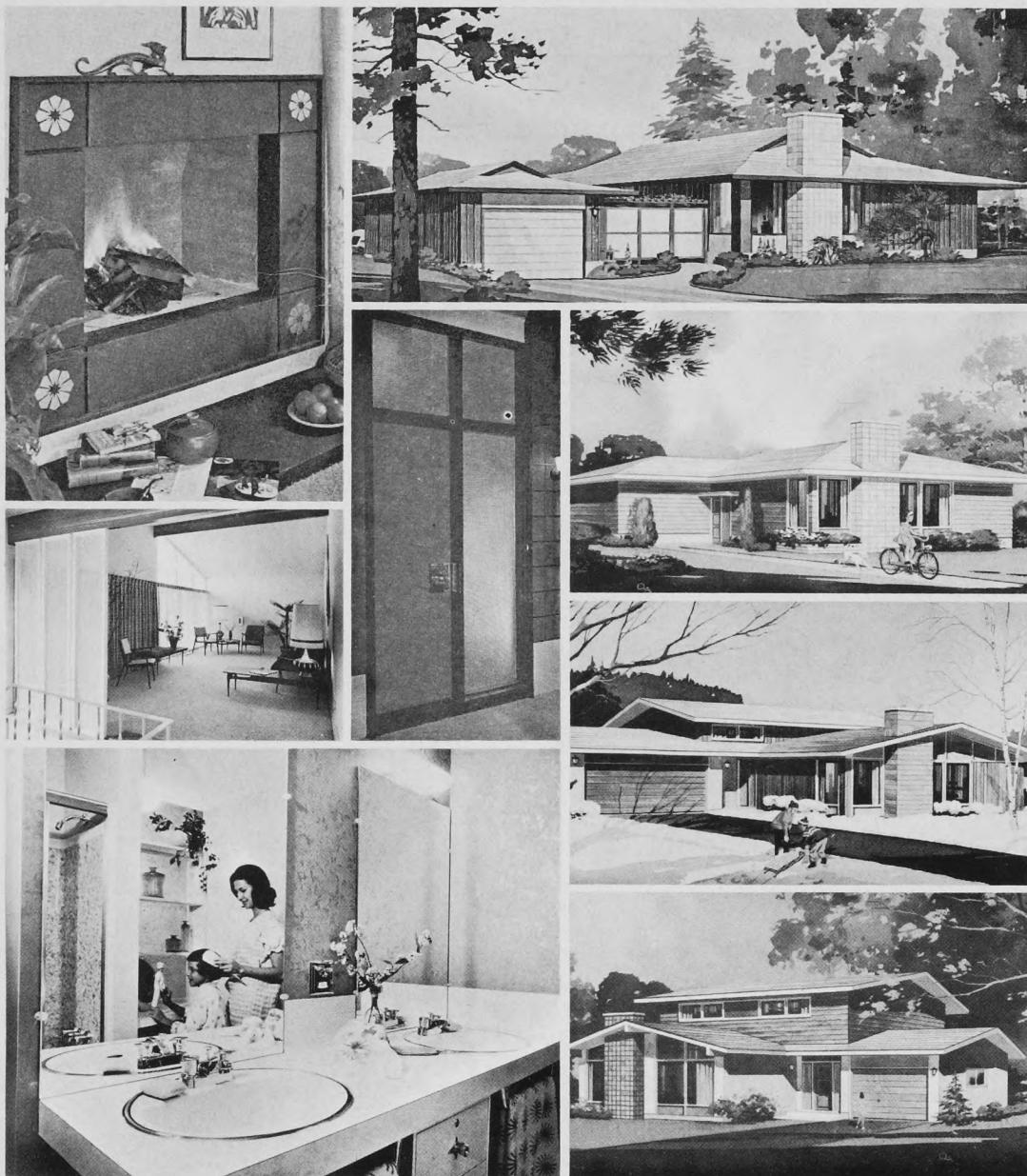
The Empire is truly a luxuriant family home. Its Hollywood foyer creates an awe-inspiring atmosphere as you enter its halls. The kitchen is every housewife's dream and includes a scenic bay window. This dream kitchen overlooks a warm, cozy family room designed for the relaxation of the modern family. The authentic wood fireplace of brick will be the center of attraction of this comfortable family room. The spacious master bedroom sports such glamorous features as an elegant powder room and a large walk-in closet. This home truly exemplifies the trend to elegant living.



9



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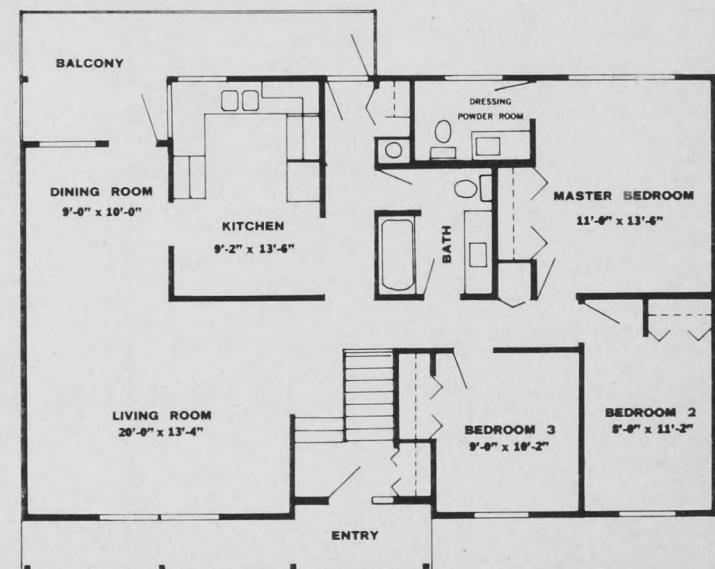
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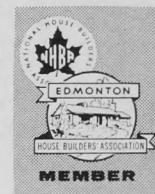
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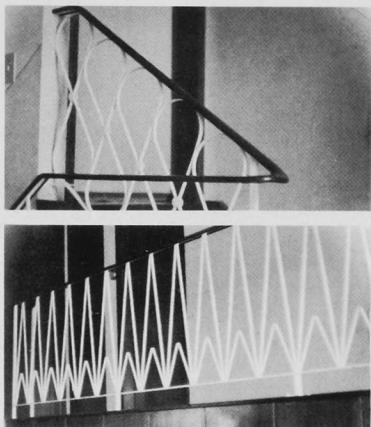
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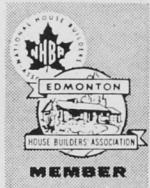
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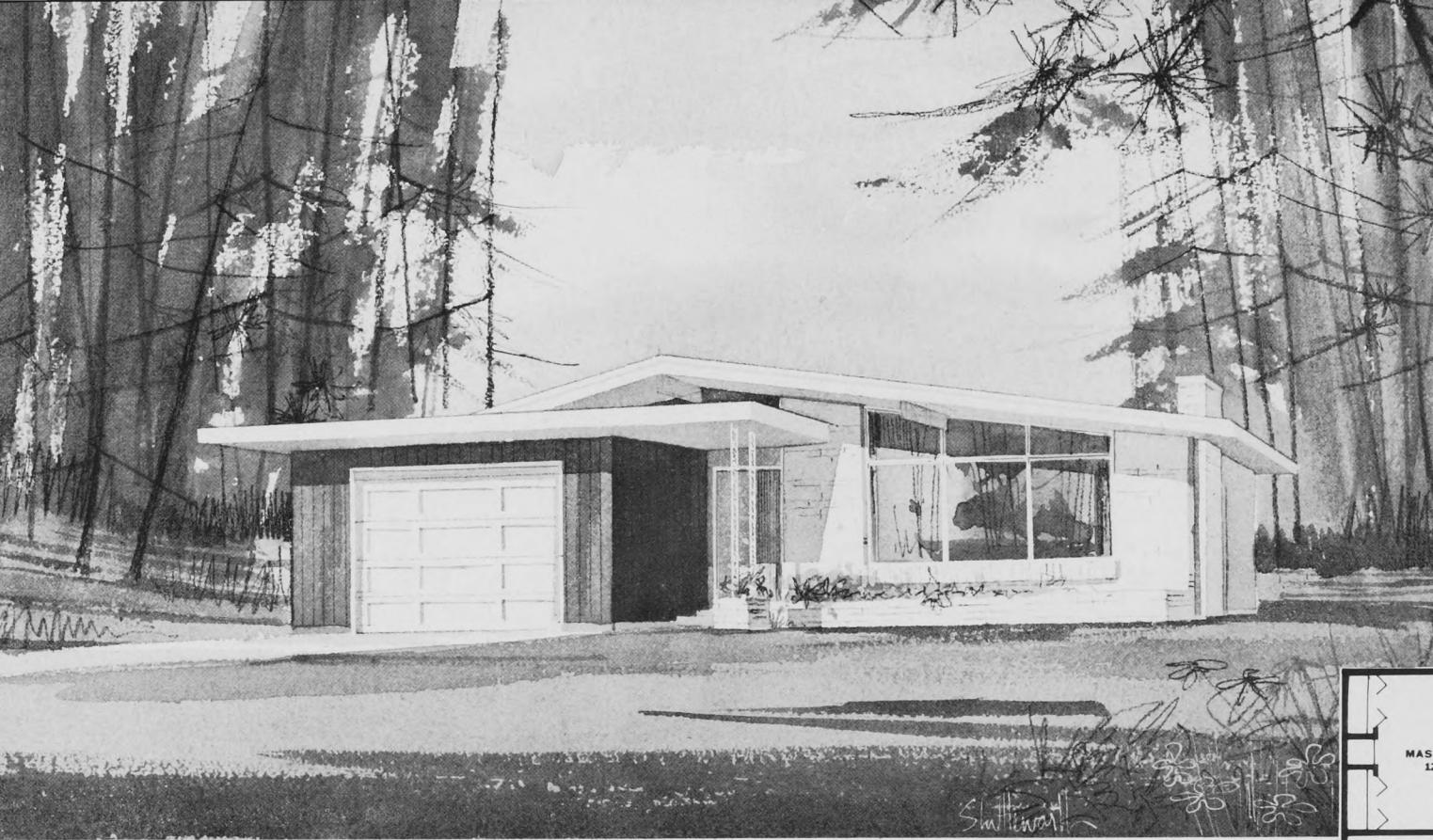
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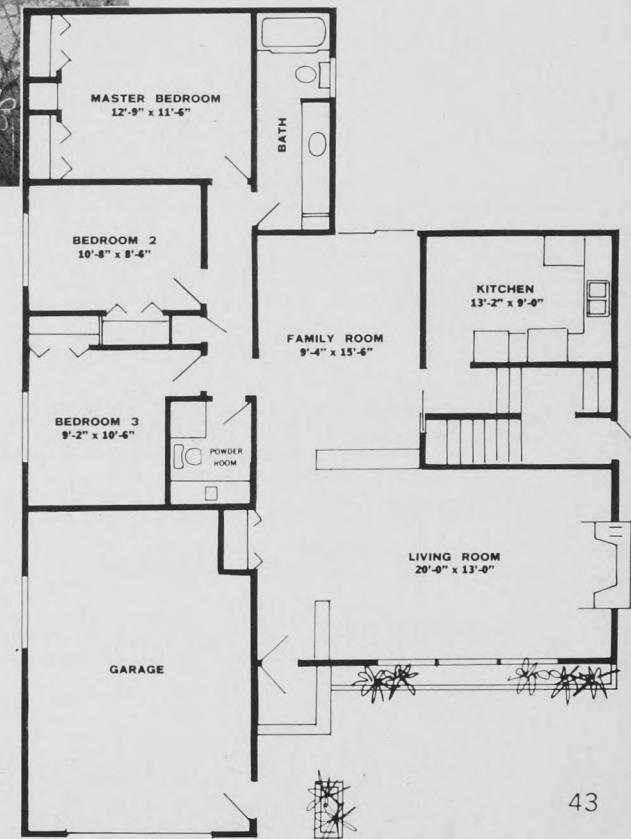
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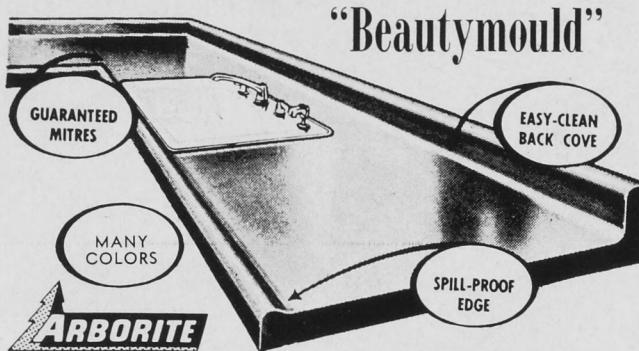
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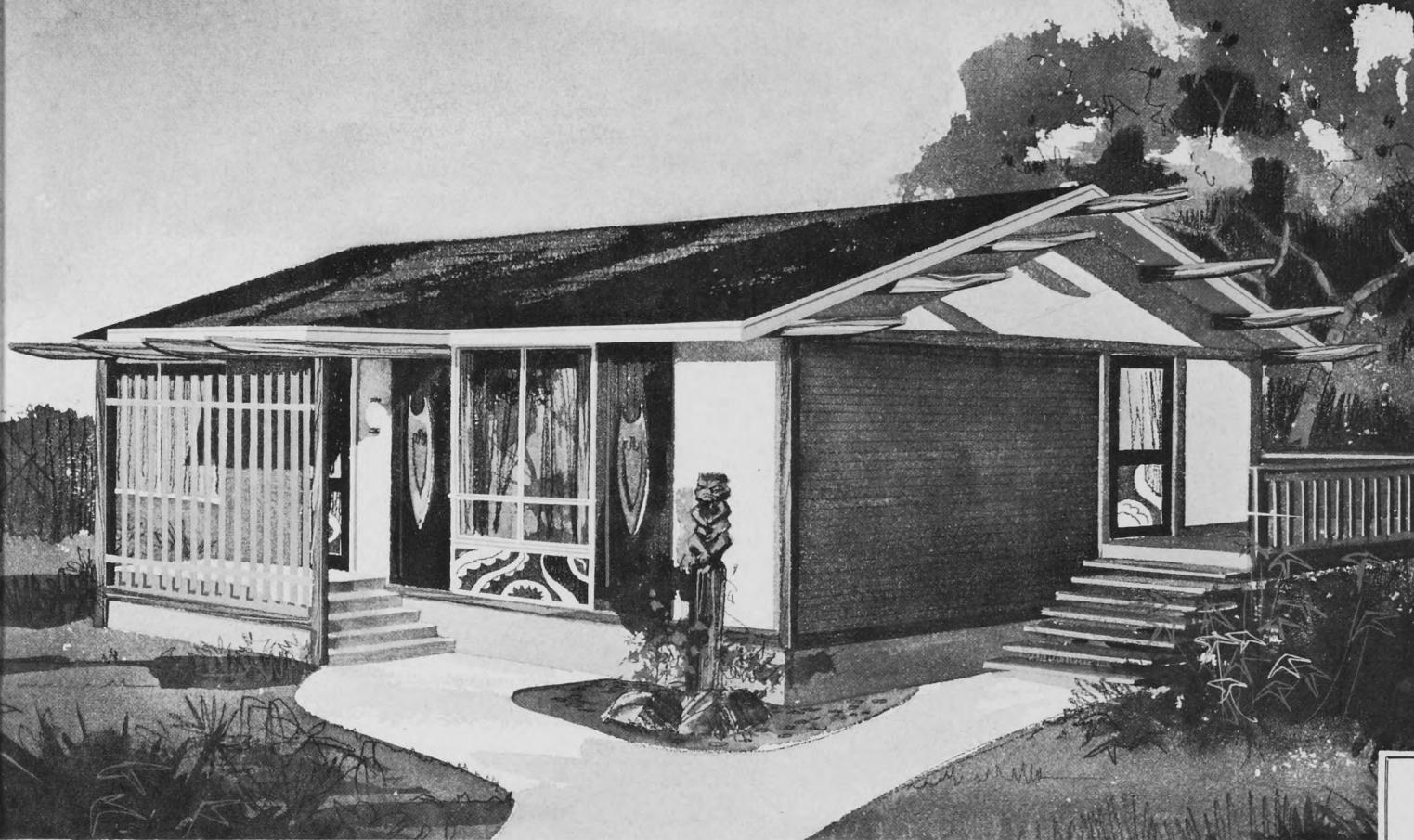
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12



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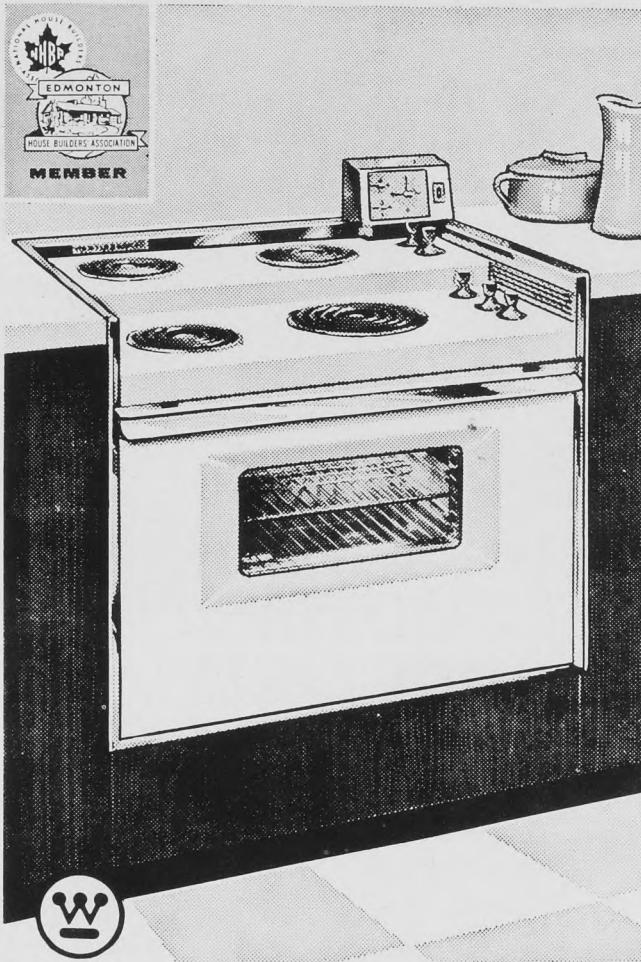
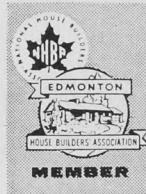
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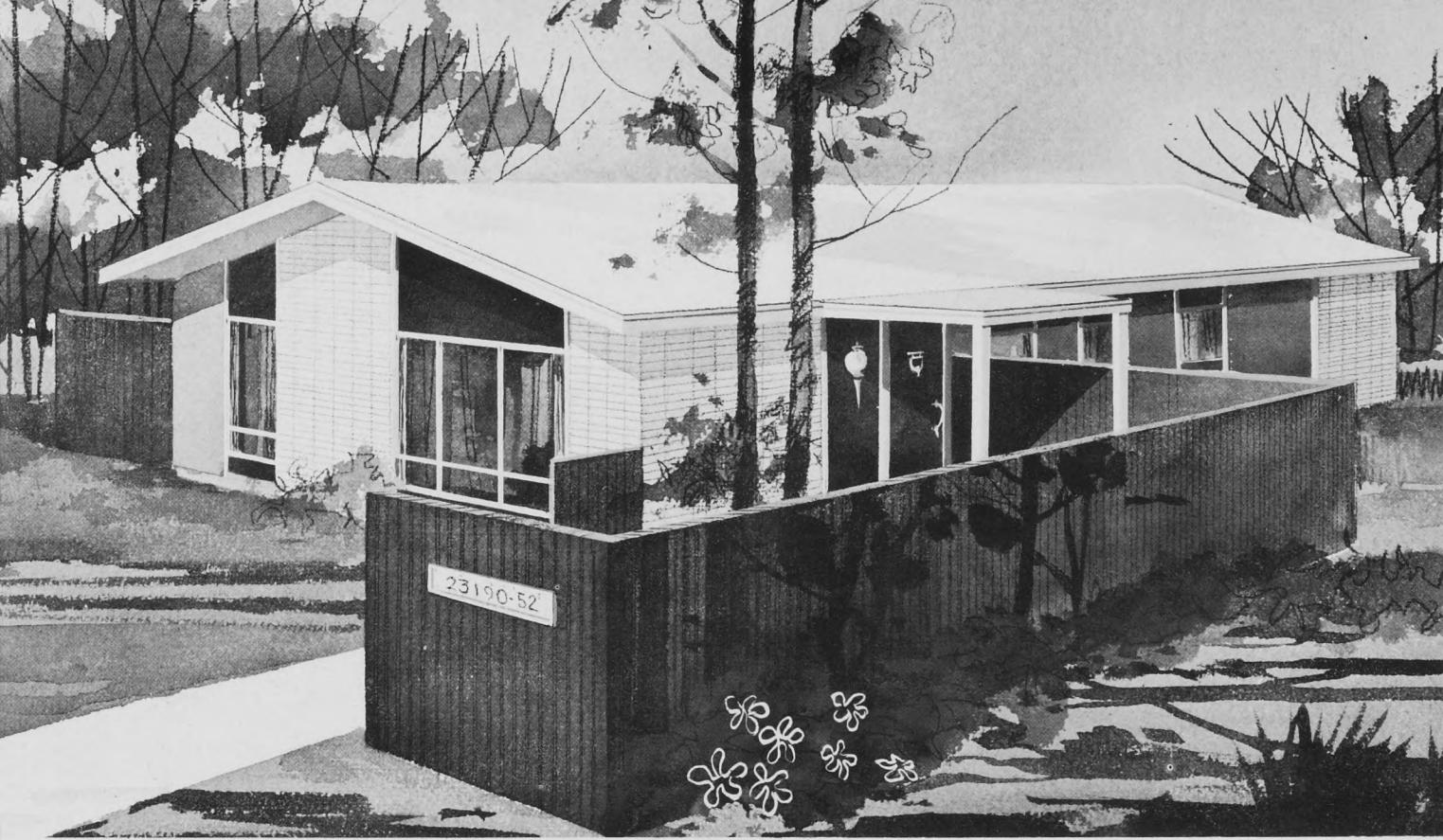
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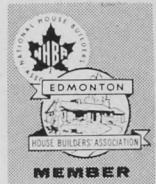
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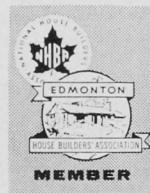
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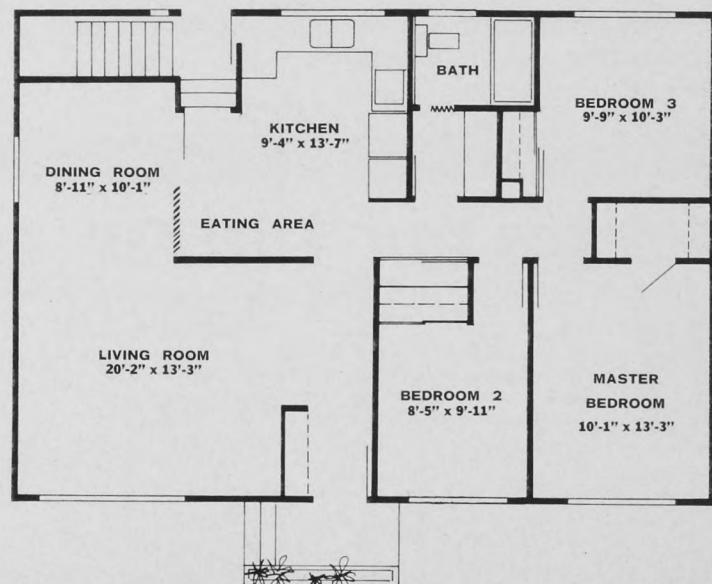
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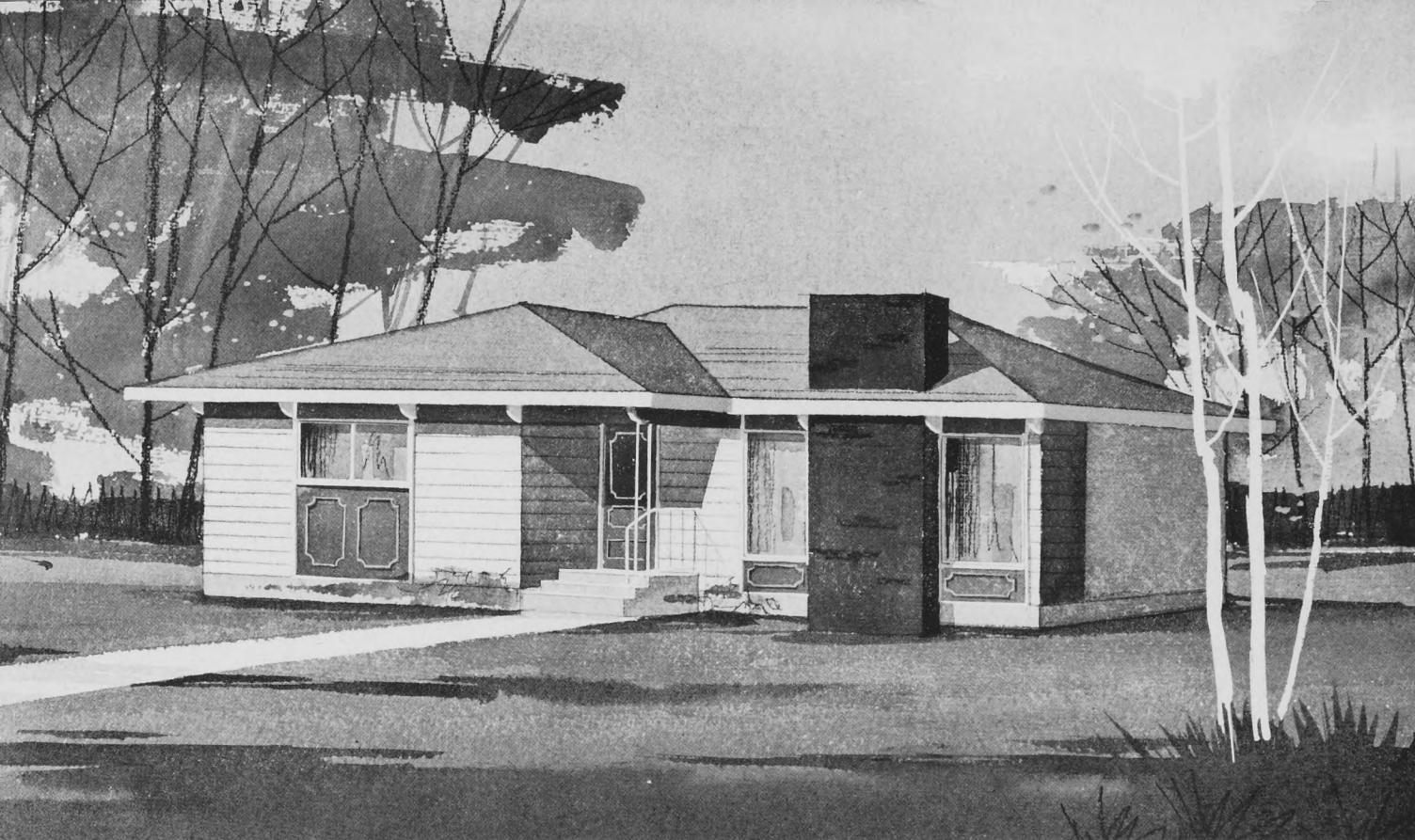
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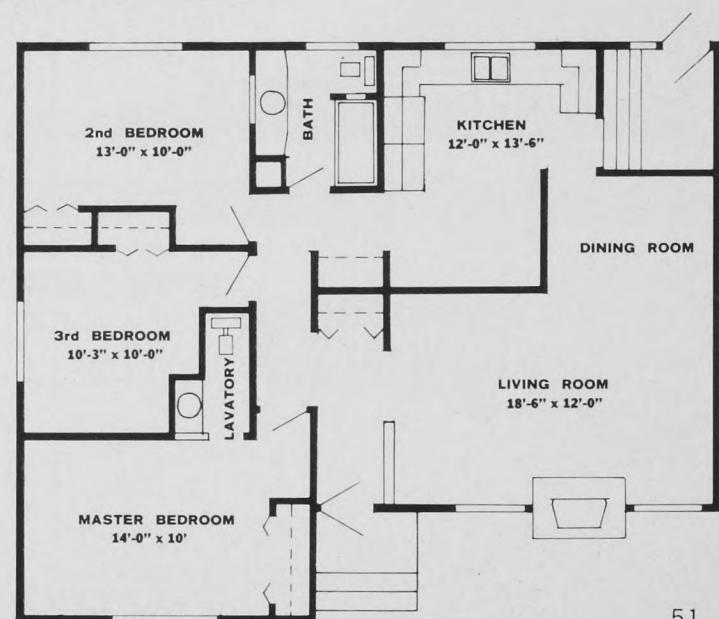
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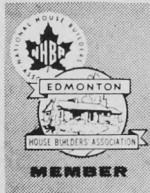
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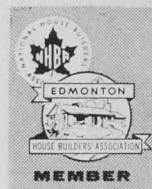
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16



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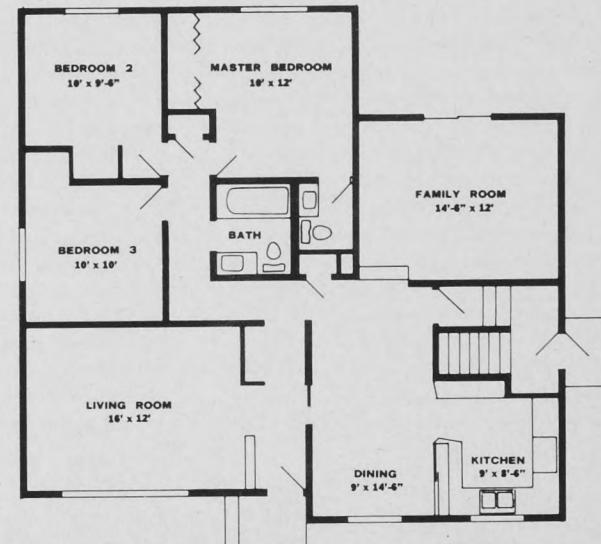
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Other features of this dream home are open beam cedar ceiling in the living room, extra $\frac{1}{2}$ bath off the master bedroom, beautiful bar type kitchen with a large dining room and built-in desk, large rear landing coat closet.

This home can be built in a conventional roof design or low slope.



Continued from Page 30

own little world. Life has indeed been wasted if the house in this recollection is not a thing of beauty.

But it is not long before this sweet span of family unity suffers a change. The inner conflicts take on a new dimension as the children's individualities become confirmed and the teenager begins to discover the world beyond his own house. He gets that separate feeling, a bit glum around the mouth and a funny hair-cut. The back-yard and the whole neighbourhood become too small and stale a territory. The rooms that were able to contain the inward-looking family are now struck by the flying apart. The records of juvenile delinquency tell us something about the difficulties at this stage of family life, as they fall upon those who are least able to make the adaptation of environment. But along all the streets of the city the inscrutable facades of houses conceal the stresses, the banging and bouncing and straining of social evolution that is going on inside.

Across the land there is a sound of hammering by night, as fathers desperately try to fix up something in the basement that might capture the migratory teen-agers, who may be kept captive for a time if a bit of their alien outside world can be brought inside. More affluent fathers become involved in buying boats and cars in a speculative bid to attach the violent interest of the young. At this stage, also, many families sell their houses and start again; the very act of moving into another house, one that doesn't have the overtones of earlier childhood discipline, is in itself a defence against the flying apart.

But the principal reasons for the change are of course, the need for more space and the need for space planned in a somewhat different way. A house plan that fits the cosy, inward-looking young family may not fit the separatist nature of an older family group. In fact the whole emotional appeal of the single-

family house standing on its own suburban lot is completely irrelevant to the natural instincts of the teen-ager, however much it may satisfy the protective instincts of parents and the homing nature of children at the elementary school age.

Finally the children leave and there are only two for dinner. Empty bedrooms are still and silent with the photos and trophies of school triumphs fading on the walls. The wage-earner retires and, feeling a bit strange with the juvenile family that has moved in next door, looks for a new kind of place to live. There are dilemmas here. It should be a compact place so they can lock up and go away; yet the front door should open on to a garden and a tree rather than on to the dark anonymous corridors of an apartment house. It should be as relaxed and isolated as the familiar setting of the suburbs; yet it is becoming more important to be close to the shops, the church and the doctor's office. And for each one there is that private, haunting, lingering question about how to be left alone when there is no longer a family, a house and a neighbour.

The mythology of the family home dies hard. There lingers in our minds the picture of a house that is the permanent establishment of a single family from its inception to the old age of the parents, a place which becomes encrusted and enshrined with the emotions and traditions of a family group.

In fact this situation has ceased to exist in our urban society, and there is no particular virtue in the sentimental aroma that clings to this picture. A new image is required. The family has to be seen as a little group of people involved in a highly active evolutionary process, requiring to change their physical environment as the pattern of life changes.

To be hospitable to these changes the city must be built to contain a wide variety in the forms of accommodation. It must have its quiet nursery areas for the incubation of young families and it must have its areas of higher

concentration for those at other stages of life. It must be made easy for families to respond to their own internal demands for change, as the forces of growth and separation bear upon the individuals within the family.

A house is a kind of machine for living in, with its pipes for bringing in fresh water and for removing waste, its climatic controls and its mechanical equipment for making meals and entertainment. It is also a more subtle kind of instrument that contains the forces and moods, the straining activities and the private tranquillities that liberate the individualities within a family; to grow together and to grow apart.

Humphrey Carver

Reproduced from a booklet "The Family Years" distributed by Canadian Housing Design Council, Ottawa 1965, who acknowledge their gratitude to Humphrey Carver for the above article courtesy of "Welfare" the magazine of the Canadian Welfare Council.



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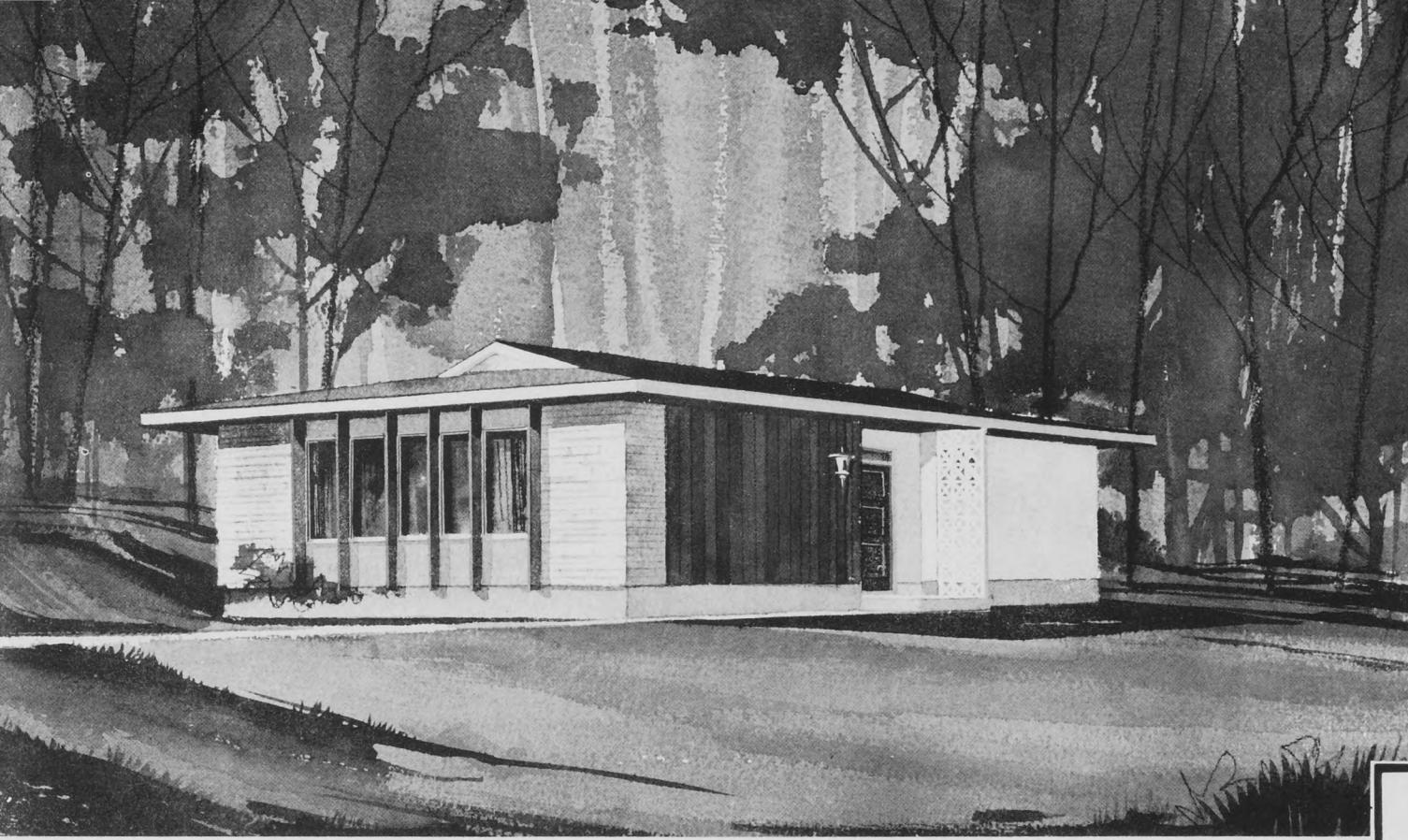
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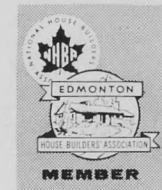
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THE MONTROSE

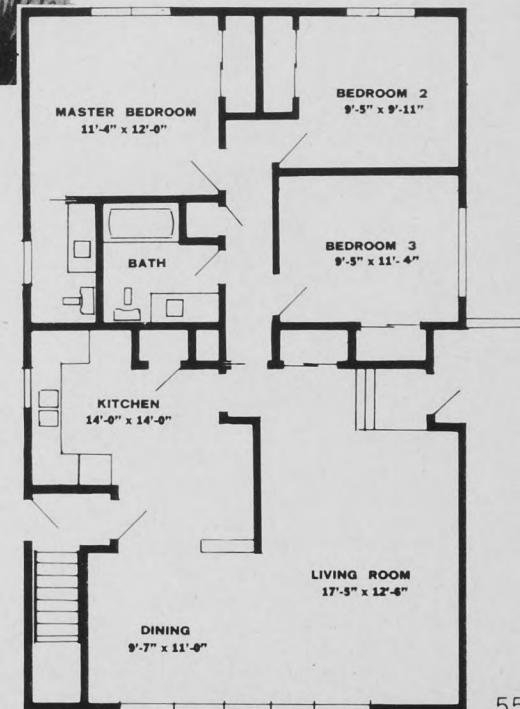
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17



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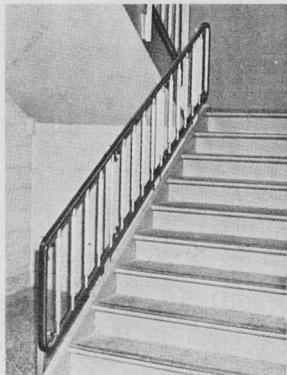


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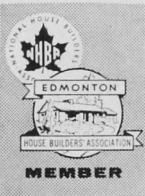


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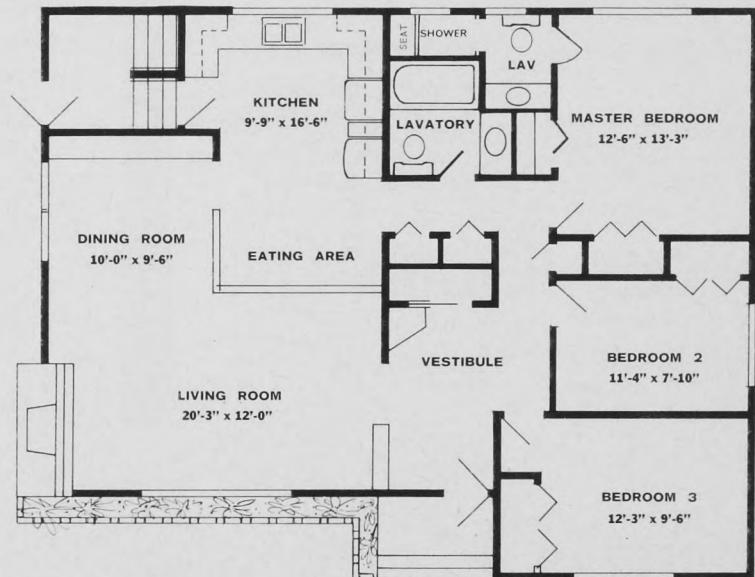
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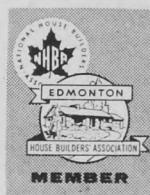
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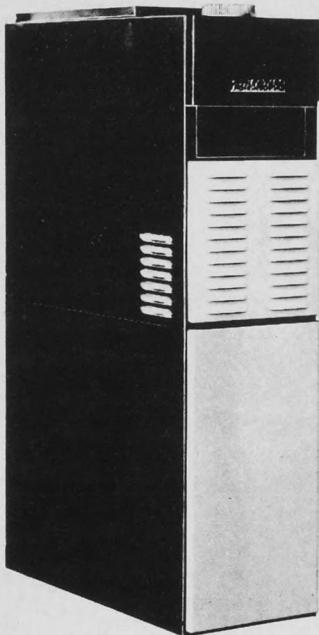
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BUYING A HOUSE?

Buying or building a house can be a rewarding experience. Like all experiences worth having however, it does involve risk. There are things which you should do to see that you get the most benefit with the least risk.

The most important thing is the choice of a house builder. Here, as elsewhere, there is no substitute for integrity and experience. You should satisfy yourself as to the reputation of the builder and you will be wise to look at other houses which he has built.

Even with a good builder, you should see that the construction is checked on your behalf; even the best builder is human. Presumably, you check vegetables for defects at the grocery store; you should do at least as much for your house. You should be sure also that you receive a warranty from the builder, and that that warranty covers what is necessary for your protection. The Edmonton House Builders' Association recognize that you are entitled to protection and their members will give you a warranty.

You should have a contract with your builder. He is likely to have a form of contract, but you should make sure that it is suitable for your particular case.

If a mortgage is involved, you should look into it to be sure that it is reasonable by present standards, and that the cost of the mortgage is not greater than is justified by prevailing conditions. You should also be sure that you have a reasonably good chance of being able to meet the mortgage payments. Without the mortgage you may not be able to

buy the house and the mortgage is therefore a necessary thing, but the money borrowed will have to be paid back.

You should also bear in mind the provisions of the Mechanic's Lien Act. Under this Act, people who supply services and materials in the construction of a house have liens upon the house for the amounts of their bills. You are required by law to hold back 20% of the amount owing to your builder, or 15% if the amount owing is over \$15,000.00, and this should be held back from each advance made to your builder. You are further required to refrain from making any further payment if you receive written notice that someone is claiming a lien. The money held back cannot be paid until after the 35th day following completion of the house, and then only if no claims for lien have been registered against the title to the property, or any registered liens have been paid or provided. If you do not comply with this Act, you may have to pay twice. It will be seen that the effect is that your house builder is deprived of his money to this extent. Under the terms of C.M.H.C. financing and some private lenders these requirements are automatically complied with.

In most cases, the advice of a lawyer will be helpful to you. You should not feel that things of this nature are not important enough to justify troubling a lawyer, since they are important. If you are concerned about the possibility of incurring legal fees, you can enquire as to the probable extent of these before becoming involved.

—EDMONTON BAR ASSOCIATION



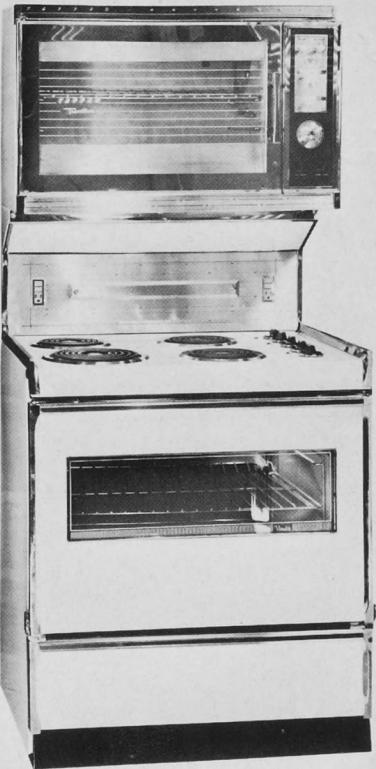
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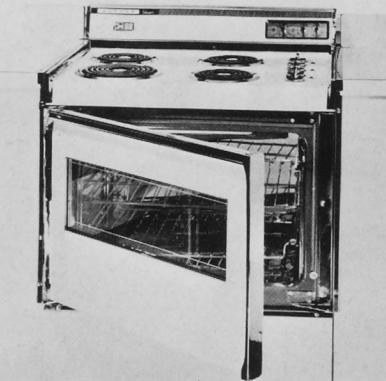
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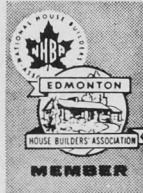
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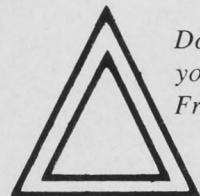
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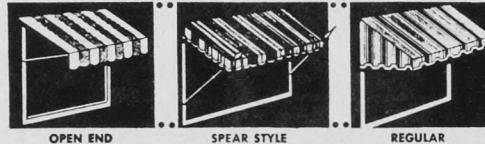
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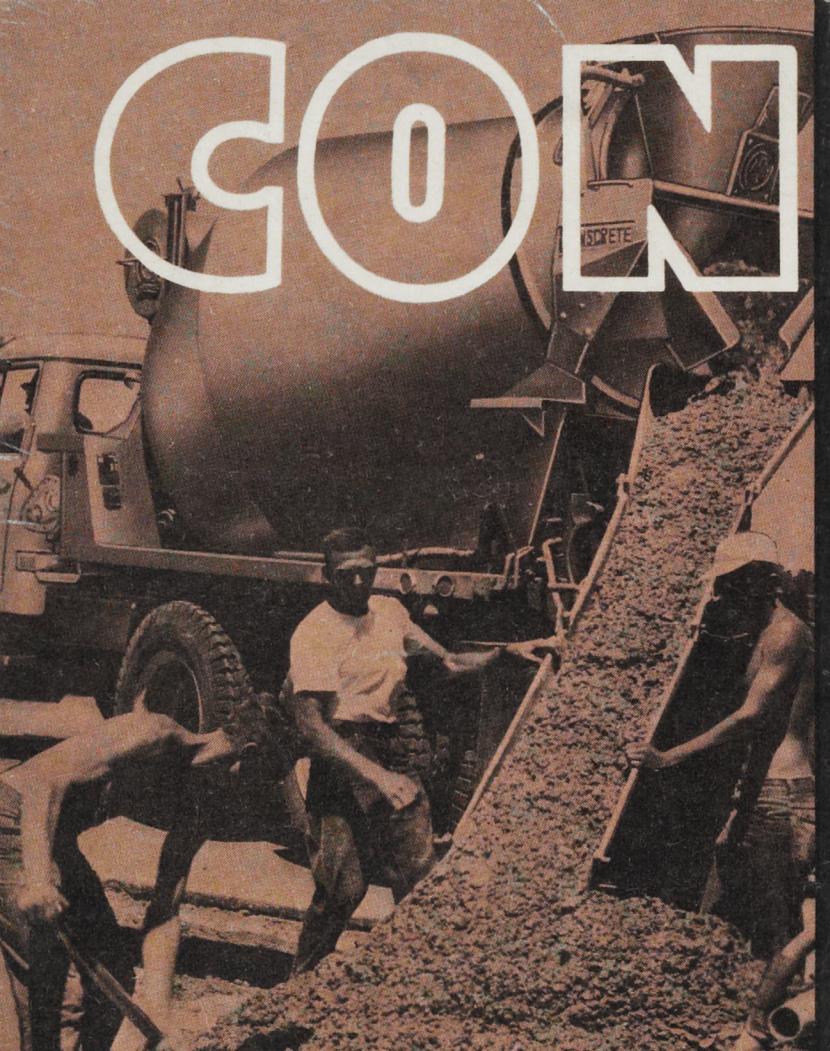
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